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BROADCASTING

TELECASTING

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why WOR sells more at less cost to more people than any other station of equal power in America today

1. Because WOR's base rate has not changed since 1939. Yet, the number of people able to hear WOR, has increased by 1,723,000 during the daytime and 1,833,000 during the nighttime since 1940.

2. Because WOR repeatedly provokes results for as low as 1/12th of 1-cent per impact.

3. Because WOR can sell products or services to 36,000,000 people in 430 counties in 18 states, at the second lowest cost per thousand homes reached of any station of equal power in the United States.

4. Because WOR is heard by more people during the day and during the night, than any other station in America.

5. Because WOR carries more—and more complete—news programs than any station in America. And because almost twice as many people prefer to listen to this station's newscasts than to those of the next highest-ranking major news station in New York.

mutual

Top Favorites

IN THE GREAT OREGON COUNTRY

BOB AMSBERRY

2 SHOWS ON KEX

"THE EARLY BIRD".. 6 to 6:45 AM Mon. thru Fri. Good records and good-natured fun for early risers.

and.. THE SENSATION OF 1949!!

"THE SQUIRREL CAGE"

4:30 each weekday afternoon

featuring "UNCLE BOB" and those "Amsberry Voices," "Gus the Goose" and "Gabby the Squirrel," and all those wonderful kid records.

"..the records you select are just what we want to hear.." (.. *a grateful mother*)

"Thank you for your very interesting and helpful program" (.. *Sunday School class*)

"Wholehearted congratulations.." (*Parent-Teachers Association President*)

".. my boys and girls are spellbound by your program. I like it too" (.. *mother of 4*)

Peak interest is proved by stacks of mail from appreciative listeners.

Complete SPORTS COVERAGE for the NORTHWEST

6 PM Monday thru Friday

BARNEY KEEP

"KEEP - ing up with SPORTS"

- Monday —Baseball
- Tuesday —Boxing
- Wednesday—Golf
- Thursday —Hunting & Fishing
- Friday —General Sports Round-up

THESE PROGRAMS — plus many others — are making KEX the "listened to" station in the big Oregon country. For data on availabilities and *sales* response, call Eldon Campbell at KEX, or Free & Peters.

KEX

50,000 WATTS • ABC AFFILIATE

PORTLAND, ORE.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

NO OTHER STATION CAN MAKE THIS STATEMENT—

(With A Bow to Philip Morris!)

WIS HAS THE HIGHEST HOOPER INDEX OF ANY 4-STATION CITY IN THE U. S., AFTERNOONS—

2nd HIGHEST, MORNINGS — 3rd HIGHEST, EVENINGS!

STATIONS IN UNITED STATES CITIES CONTAINING AFFILIATES OF FOUR MAJOR NETWORKS HAVING HIGHEST SHARE OF AUDIENCE IN HOOPER "STATION AUDIENCE INDEXES" FOR DEC. '48 — JAN. '49

Morning Station Index		Afternoon Station Index		Evening Station Index	
Station "D"	54.5	WIS	51.6	Station "C"	49.5
WIS	48.5			Station "B"	49.1
				WIS	48.2

PLUS THE GREATEST COVERAGE OBTAINABLE WITH ONE SOUTH CAROLINA STATION!

WIS
COLUMBIA, S. C.
NBC · 560 KC · 5000 WATTS

Write for all the facts, today! Address WIS, or just ask Free & Peters, Inc.

Plus WIS-fm

G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

FREE & PETERS, INC.
National Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

WHAS Louisville will stay put with CBS for another two-year maximum affiliation from next June, despite reports of possible network switch. Papers were signed ten days ago by WHAS Director Victor A Sholis and CBS Station Relations Vice President Herb Akerberg.

MENTIONED as possibility for MBS program post, vacated with resignation of Phillips Carlin some weeks ago, is Douglas Coulter, former CBS vice president in charge of programs.

ALL THAT yackety-yak about imminent Coy resignation to accept industry post is regarded in informed circles as so much idle gossip. Mr. Coy was talked to about presidency of Television Broadcasters Assn. last December but no firm offer was made since they had no funds to sustain fulltime presidency and full-dress trade association.

INSIDERS generally feel Mr. Coy would like to remain with FCC until his term winds up in 1951 if pay increase is forthcoming. While latest Johnson blast won't sit well with him, he has never been known to run away from a fight.

IF FCC sanctions new G. A. Richards Stations trustee arrangement (see page 30), and all signs point in that direction, Mr. Richards is expected to take a boat trip to Europe on doctor's orders. He probably will be accompanied by his wife and daughter, both of whom are substantial stockholders in station properties.

NEGOTIATIONS reported progressing favorably for renewal of radio and TV boxing contract between Mike Jacobs, president of 20th Century Sporting Club, and Joseph P. Spang Jr., president of Gillette, and A. Craig Smith, Maxon Inc., Gillette's agency. Present contract, said to involve $400,000, expires May 31.

THAT SOMETHING more than cursory thought is being given to TV activities in NAB is reflected in fact that board, in authorizing appointment of TV top level director, spoke in terms of $25,000 stipend—equal to executive vice presidential salary and second only to $50,000 salary of President Justin Miller.

UNIQUE arrangement between Eddie Cantor and Pabst Beer for payment to comedian of straight salary plus bonus based on percentage of sales increases in negotiation last week. Arrangement would apply to Mr. Cantor's weekly radio show as well as projected television program, both on NBC. Video show may be on once-a-month basis.

WHAT MAY become entirely new technique in TV production planned for new *Lone Ranger* series over ABC-TV network under General Mills sponsorship. Fifty-two episodes to be produced this year also will be used as part of feature length film to be produced by Apex

(Continued on page 86)

Upcoming

April 25: Alfred P. Sloan Radio Awards dinner, Waldorf-Astoria Hotel, New York.
April 25-27: All-Canada Radio Facilities production and sales meeting of mutually operated stations, Hotel Saskatchewan, Regina.
April 27: Second Annual TV Symposium of Screen Publicists Guild, Hollywood.
April 29: Frances Holmes Achievement Awards dinner, Roosevelt Hotel, Hollywood.
April 29: Third Annual Radio Conference, Lindenwood College, St. Charles, Mo.

(Other Upcoming on page 50)

Bulletins

RIGHT to take photos of court proceedings asserted by American Society of Newspaper Editors in resolution adopted during Washington convention (other story page 24). Society endorsed its board's action in fighting Baltimore Gag contempt rule forbidding reporting of criminal actions between time of arrest and trial. Interference with press in Latin America was deplored.

ABC video series, *Crusade in Europe*, bought by *Time* and *Life* magazines, through Young & Rubicam. Series of 26 film episodes starts Thursday, May 5, at 9 p.m. and will be heard succeeding Thursdays. ABC facilities to be used will blanket 32 television areas, which network claims is new record for program series. Deal simmering several weeks [BROADCASTING, April 11].

SUPREME COURT HEARING

QUESTION whether FCC must accord hearing to any station which claims it would be "harmed" by grant of any pending application was argued Friday afternoon before U. S. Supreme Court by counsel for FCC and WJR Detroit. Solicitor General Philip B. Perlman, appearing for FCC, argued that U. S. Court of Appeals for D. C. erred in reversing FCC denial of WJR's objection to daytime grant at Tarboro, N. C., on WJR's 760 kc clear channel [BROADCASTING, Oct. 11, 1948, Jan. 10]. WJR had asked reconsideration of nonhearing grant and chance to be heard on interference question. Louis G. Caldwell, WJR counsel, while not arguing in support of lower court's findings, held FCC unjustly deprived WJR of chance to be heard.

AFA HOUSTON SESSION

TELEVISION session will be held May 31 during convention of Advertising Federation of America at Rice Hotel, Houston. Eugene S. Thomas, manager of WOIC (TV) Washington, will preside. A representative of the Katz Agency TV department will present case studies of television use by small advertisers. George Moskovics, manager of sales development of CBS-TV, will give talk titled "What About Television," with showing of the CBS film, "Television Today," to follow.

Business Briefly

UNION REPORT ● Textile Workers Uni buys 8:30-9 p.m. period, May 14, on 160 A stations to air dramatic ten-year activity r port to members. Cost is over $11,500. Gue to include Eleanor Roosevelt and Gov. Ches Bowles of Connecticut.

ECLIPSE SPOTS ● Eclipse Sleep Produc Co., Brooklyn ("Quiltless", "Sleepchair"), e panding TV film spot campaign to include pr motion of "Sleepchair." Thirteen-week ca paign started April 18. Stations and spo weekly: WNBT WCBS-TV New York (tw WPTZ Philadelphia (three), WNAC WBZ-T Boston (one), WMAR Baltimore (thre WNBW Washington (three).

WATCH CAMPAIGN ● Babe Ruth Wat Co., New York (youth watches), starts exte sive spot radio campaign to introduce n youth watches. Spots begun Thursday on local, 12 national programs. Twenty-five p cent of proceeds of sales goes to Babe Ruth estate and foundation. Expenditures to be a nounced this week. Agency, Ted Neuhoff Co., Baltimore, Md.

TONI TV ● Toni Co., Chicago (home perm nent kits), June 2 begins first TV series, *Th Wonderful Man*, on CBS-TV, Thursdays, 9-9: p.m., using film commercially produced by Ap Productions, Hollywood. Agency, Foote, Co & Belding, Chicago.

WBT-TV SLATED TO START IN 60 TO 90 DAYS

WBT-TV Charlotte, N. C., to start in 60 to days, according to Charles H. Crutchfield, v president of Jefferson Standard Broadcasti Co., licensee, and WBT general manager. St tion is affiliated with CBS, but initially w offer programs of four TV networks on fil

Mountain-top transmitter, 1867 feet abo sea level and 14 miles from Charlotte, expected to provide satisfactory reception people within 50 miles, according to enginee Already completed are building housing tra mission equipment and 563-ft. tower. R mainder of equipment is scheduled for delive this week.

WBT-TV will operate on Channel 3 wi ERP of 16.3 kw visual and 8.2 kw aural. censee, which owns WBT WBT-FM, is subsi ary of Jefferson Standard Life Insurance C Greensboro, N. C. Broadcasting compa officials are: Ralph C. Price, chairman of boar Joseph M. Bryan, president; Larry Walk secretary and treasurer, and Mr. Crutchfie

KERSTA PROMOTED

NORAN E. KERSTA, who last Decemb joined William H. Weintraub & Co., New Yo to organize its new television department, h been appointed vice president and director radio and television. He will take over dir tion of radio and TV from Harry Trenner, v president, named to agency's plans board a executive council.

Mr. Hooper will tell you...

WGBI is LOADED with LISTENERS

IN THE RICH SCRANTON—WILKES-BARRE MARKET!

Mr. Hooper's latest Station Audience Index for Scranton—Wilkes-Barre makes pleasant reading for WGBI . . . *profitable reading for advertisers.* It points out that in the *morning,* 56.6% of all radio sets in use are tuned to WGBI; in the *afternoon,* 59.0%; and in the *evening,* 72.0% — setting the record for all CBS stations studied!

The market WGBI reaches is a BIG market of 674,000 prosperous Pennsylvanians. It's a market that can boost any sales curve, and you can sell it quickly, economically, *profitably* — morning, noon or night — on WGBI. Your John Blair man is ready with full facts and figures on WGBI and its rich Scranton—Wilkes-Barre market. Ask him about both today.

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT

SCRANTON **WGBI** PENNSYLVANIA

MRS. M. E. MEGARGEE
President

GEORGE D. COLEMAN
General Manager

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

(Figures from Hooper Station Audience Index—Jan., Feb., 1949)

We Owe It All To a Splinter . . .

Many little splinters and many more little splinters make a mighty million—in fact some $30,000,00—in the mighty land of the WSPA-Piedmont area. Wood-processing of lumber, pulpwood, fuelwood, poles and piling cuts this trim figure for the wise and wealthy woodsmen of the South Carolina rich lands.

But the wheels of the wood mills saw off only a segment of the wealth of this area. Farmers brag about a gross income of 226 million a year. Together with the flourishing plastic and textile industries, wood processing helps nail down a billion dollar economy for the WSPA-Piedmont market.

Thats why, when the Piedmont people go shopping they draw on a $1,054,811.00 stockpile. And for the past 19 years they've listened to WSPA's advice on where to shop. WSPA is South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

WSPA
SPARTANBURG
SOUTH CAROLINA
5,000 WATTS—950 Kc.

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

BROADCASTING
TELECASTING

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Upcoming 50

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*
Winfield R. Levi *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Virginia Dooley, B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

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Estelle Markowitz.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

GOOD GOD- frey!

WHAT A RATING

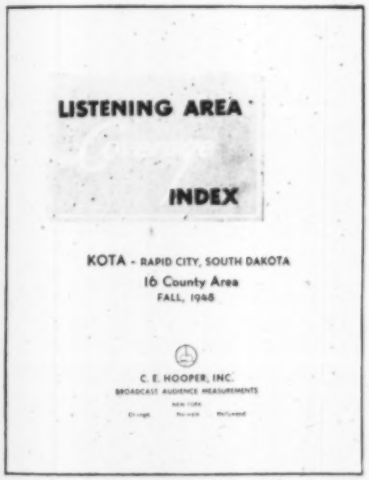
IN RAPID CITY (Population 26,616) HOOPER CALLED **6184** HOMES
and found 33.4% sets in use between 8:00 and 10:00 A. M.
(the Arthur Godfrey Show is on from 8:30 to 9:30 AM)

and 93.4% were tuned to KOTA ! ! !

MONDAY thru FRIDAY RATING–**31.2**

The lowest in the day (10 AM to 12 Noon) is **22.6**—and the highest in the evening (6 to 8 PM) is **33.1** when **KOTA** has 85.0% of the 38.9% of sets in use Sun. thru Sat. During the daytime the next highest station has a rating of 1.6. The best any station does at night is 2.1—

AND IN A SIXTEEN COUNTY (132,338 POPULATION) HOOPER COVERAGE INDEX STUDY MADE DURING NOVEMBER—DECEMBER



HERE'S THE STORY

MORNING 6.00 AM TO 12:00 NOON

KOTA	**37%**
Station B NBC	12%
Station C NBC	10%
Station D ABC	9%
Station E CBS	9%
Station F CBS	4%
Station G (Bonus to KOTA) CBS	3%
Station H Ind.	4%

AFTERNOON 12:00 NOON TO 6:00 PM

KOTA	**36%**
Station B NBC	12%
Station C NBC	10%
Station D ABC	11%
Station E CBS	6%
Station F CBS	4%
Station G (Bonus to KOTA) CBS	3%
Station H Ind.	5%

EVENING 6:00 PM TO 12 MIDNIGHT

KOTA	**25%**
Station B NBC	24%
Station C NBC	4%
Station D ABC	3%
Station E CBS	3%

AREA SURVEYED: 16 COUNTIES SERVED BY KOTA
Authority for Area: KOTA — Rapid City, South Dakota
Radio Homes in Area: 30,040 *

* 1948 BMB estimate
NOTE: "Shaded" counties not included in survey.
Base map Prepared by the Bureau of Censu

For further particulars, call or see Don Donahue, New York — Suite 1208, 331 Madison Ave. — Vanderbilt 6-0060. Chicago — Suite 1168, 35 E. Wacker. Central 6-0980.

KOTA
5 Kw • FULL TIME • CBS

RAPID CITY, SOUTH DAKOTA

Bulls-e

is W

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS

Television

Baltimore	WAAM	New York	WPIX
Fort Worth-Dallas	WBAP-TV	St. Louis	KSD-TV
Louisville	WAVE-TV	San Francisco	KRON-TV
Minneapolis-St. Paul	WTCN-TV		

s-Eye Radio"

VERSATILE RADIO

EVERYBODY thinks "my business is different," and maybe everybody is correct—*except on one point.* It seems to us that the only uniform thing among all businesses is the *lack* of uniformity in their ease of selling goods, from market to market and from month to month.

That's why every company needs versatile sales-management and versatile advertising—the kind of versatility that only National Spot Radio can give! It permits you to saturate one area while soft-pedalling another, or to reverse the process on a moment's notice. You can change its theme, its time, its volume, even its accent, to fit regional circumstances. Its flexibility is unequalled by that of any other form of advertising.

Versatile spot radio has been a Free & Peters speciality for seventeen years. We helped pioneer it, and we *know* it, inside and out. Let us give you some suggestions, for any of the markets listed at the left.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

ON THE WASHINGTON SCREEN

THE EXCITING THRILLS OF THE OLD WEST! A full hour of fun for the entire family . . . a complete Western feature film each night. Frontier Theater brings thrills, suspense, and drama into Washington homes Monday thru Friday from 6 to 7 p.m. It's **action** packed and it's **audience** packed! For TV fans it offers top entertainment—for advertisers it offers top sponsorship. (Frontier Theater is available for full sponsorship OR for one minute commercial announcements.)

JIM GIBBONS—acclaimed as Washington's favorite TV sportscaster by popular poll now adds "The Sports Reel" (Tuesday—Friday, 7:15 p.m.) to his busy schedule. Jim, shown here interviewing noted sports columnist Walter Haight, brings TV fans up-to-the-minute sports results and news, and features outstanding sports personalities. (One minute commercial announcements are available.)

CHICAGO'S MAYOR Martin H. Kennelly greets Ruth Crane, gracious hostess of "The Modern Woman" television program (Tuesdays — 9:30-10:00 p.m.) on her recent visit as President of the Association of Women Broadcasters. The popularity of "The Modern Woman" TV show is due in no small way to the leading role Ruth Crane has played in women's activities — she is truly the Modern Woman!

THE DICK MANSFIELD SHOW (Mondays—7:15 p.m.) is a child's delight . . . featuring the cartoons of jovial Dick Mansfield, who combines fun with safety education in a show which is now in its tenth month of sponsorship by Thompson's Dairy. Here Jackie Biller receives Dick Mansfield's weekly "Safety Award" for exemplifying the best all round safety service in Washington schools.

WMAL

WMAL—TV

THE EVENING STAR STATIONS

WASHINGTON, D. C.

WMAL-FM

Agencies

VAN M. EVANS, general manager of Deutsch & Shea Inc., New York, elect vice president of agency.

ARTHUR A. RADKEY, former executive producer with Show Productio Inc., radio subsidiary of Dancer-Fitzgerald-Sample, appointed director radio and television for Sive & Rosenfield Inc., Cincinna

Mr. Radkey

ROBERT B. PARKER Jr., formerly with Marshall Fie Enterprises, joined Gray & Rogers, Philadelphia agenc as copywriter. He was also formerly with Young & Rub cam, New York and Aitkin-Kynett Co., Philadelphia.

HENRY F. Woods Jr., public relations supervisor of You & Rubicam, New York, promoted to manager of agency public relations and publicity department, succeeding LAW RENCE G. HOOVER Jr., who joins Time Inc. as publici manager. HAROLD A. SMITH continues as director agency's public relations and publicity department.

ROBERT J. O'LEARY, formerly assistant sales promoti and merchandising director for *Life* magazine, New York, joins Buchanan & C San Francisco, as creative writer and contact man.

GEORGE BALSAM joins G. M. Basford Co., New York and Cleveland, as a count executive. He was formerly with Picard Adv., New York.

E. G. EISENMENGER, former radio director of Morris F. Swaney Inc., Chicag joins Leo Burnett Co., same city, as member of radio department.

ROBERT ARCHER, former account executive at Wade Adv., Chicago, rejoi firm May 1, when he transfers six accounts from his own firm, Robert Arch & Co., same city. He will continue to supervise those accounts. Activities of h firm have been cancelled.

HARRY W. BETTERIDGE, resigns as general sales manager of WWJ WWJ-F WWJ-TV Detroit, to assume duties as partner in William I. Denman In Detroit agency. Mr. Betteridge has purchased a half interest in agency.

Mr. Betteridg

WILDER WYLIE, formerly on Edgar Bergen script staff, joins radio commercial writing department of Young & Rubicam, Hollywood.

JOSEPH SILL Jr., formerly radio and copy director for Davis & Co., Los Angeles, joins Erwin, Wasey & Co., that city, as account executive.

MARY SPAULDING joins copy department of Boston office of James Thomas Chirurg Co.

JIM DUFFY ADVERTISING Co., Chicago, will merge May 1 with J. R. Pershall agency, same city, and JAMES A. DUFFY, former president, will become a Pershall vice president. He w handle executive administration of his previous accounts. HARRISO HOWARD, copy chief and account executive, and RUBYE KESLER, med director, will transfer to Pershall also.

JOHN B. LEUPOLD appointed manager of Montreal office of F. H. Hayhur Co., Toronto. He joined company's Montreal office last year.

WOODHOUSE & HAWKINS, Toronto, enfranchised as advertising agen handling radio by Canadian Assn. of Broadcasters.

PREMIERE of *Toast of the Town*, sponsored by Lincoln-Mercury Dealers o CBS-TV, obviously was a success as evidenced by the happy smiles these executives. Attending a post-premiere party are (l to r): Joe Lew New York Lincoln-Mercury district manager; Dr. Frank Stanton, CBS pr ident; William B. Lewis, vice president and account supervisor at Kenyon Eckhardt, Lincoln-Mercury agency; Ed Sullivan, m.c. of the show; R. F. Copeland, director of advertising for Lincoln-Mercury, and Dwight Mil president, Kenyon & Eckhardt.

Milestones

SEVEN HOURS of entertainment marked the Silver Jubilee broadcast of WLS Chicago's *National Barn Dance* Saturday night, when stars in the Eighth Street Theatre broadcast from 7:30 p.m. until 2:30 a.m. A 12:30 stage show supplemented the regular 7:30 and 10 o'clock broadcasts.

Former personalities of the oldest continuous radio program returning for the event were Pat Barrett, known as "Uncle Ezra"; Bradley Kincaid, folk singer; Malcolm Clair, "Spareribs", and Tom Owens, one of the original square dance callers.

► Edwin C. Hill will mark his first year of Kelvinator sponsored ABC commentary series on April 26.

► Mark Finley, public relations director of Mutual-Don Lee Network in Los Angeles, is celebrating his 10th year with network.

► William H. Ridings, "Trapper Bill" of WLAW Lawrence, Mass., *Rod and Gun Club* program, celebrated his second year on air with special broadcast from station's Boston studios.

► First birthday of WMAW (ABC) Milwaukee was occasion for Milwaukee's City Hall to salute station with banner sign saying "Happy Birthday WMAW."

► Robert D. Smith of WABI Bangor, Me., marks his 25th year in radio this month.

► WIOD Miami celebrated 20th anniversary of its affiliation with NBC last month.

► William P. Heffernan, manager of WGAI Elizabeth City, N. C., marked his 20th year in radio last month.

► WAPF McComb, Miss., completed one year on air April 18.

► Glenn Hardy, Don Lee Network newscaster, celebrated 15 years on air last month.

► KWK St. Louis is celebrating its 22d year on air.

► E. Donald Roberts, chief operator of CBC International Service, Montreal, is marking 25 years of Canadian radio service with CBC and its predecessors.

► WEBR Buffalo, N. Y., celebrated its first year as 5 kw station at 970 kc on April 4.

► Perry Kallison, San Antonio merchant and "The Old Trader" of *Kallison's Trading Post*, completed 12 years of broadcasting over KTSA San Antonio. Program originates from Mr. Kallison's store.

► Frank M. Russell, vice president in charge of NBC's Washington office, observed his 20th year with network April 15. Mr. Russell has been vice president in charge of Washington office since 1929. Also marking 20 years is Mrs. Gladys Murphy Borras, Mr. Russell's assistant and secretary since 1929. Observing 10 years with NBC are William R. McAndrew, NBC Washington general manager, and Washington Research Director James Seiler.

► Lt. Roland J. Schumacher of Traffic Education Div. of St. Louis Police Dept., marked his 500th consecutive weekly broadcast of *So It Can't Happen to You* on KXOK St. Louis.

► WISN Milwaukee, Wis., received a commendation from The Common Council of the City of Milwaukee in a resolution marking first anniversary of *Your Common Council* public service programs.

SIXTH year of Libby, McNeill & Libby's sponsorship of *My True Story* on ABC is anticipated by Gil Berry (standing), sales manager of ABC's Central Division, and (l to r, seated) John H. Norton Jr., Division's vice president; Bill Wilson, ABC account executive, and Alex Rogers, LM&L advertising manager. Network entertained Libby executives at a cocktail party April 8.

AMERICAN RADIO
Ulmer Defends System

JAMES G. ULMER Jr., one-third owner of KGKB and KGKB-FM Tyler, Tex., and son of the majority owner, succeeded in convincing an audience of Cambridge, England, radio people that the American system of broadcasting has points in its favor over that practiced in England.

Speaking before the Cambridge Radio Club on "Radio in the United States," Mr. Ulmer pointed out that the American system is superior because of: (1) Local color, (2) opportunity for general public expression, (3) better programming because of better financing.

Questioned sharply from the floor, Mr. Ulmer was able to convince his audience, according to the Cambridge *Daily News*, of the "acceptability" of the American system. He is studying in Cambridge as one of 37 1948 Rotary International fellows.

SURE,

some Chicago stations

can "reach" South Bend

...but the audience

LISTENS

to WSBT!

You want listeners, not merely signal strength, for your radio dollars. Listeners are what you get on WSBT. This station is the overwhelming choice of listeners in the South Bend market. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Want proof? See Hooper.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

The Patroon* of the week

TOM LYNCH

Time Buyer
NEWELL-EMMETT COMPANY
New York

Starting as a messenger with Newell-Emmett fifteen years ago, Tom now has fifteen years of solid agency experience and is buying time for such national accounts as Beech-Nut, Sunshine Biscuits, Northwest Airlines, and Liggett & Myers Tobacco. The William G. Rambeau rep today welcomed Tom into Patroon membership with a scroll and the deed to a tract of ground in the heart of Patroonland.

*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

An agency (name on request) says that out of a list of 175 stations carrying their campaign, WPTR was among the top five in pulling power.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business

BELL & HOWELL Co., Chicago, for its motion picture cameras, projectors and other equipment, sponsoring *Action Autographs* over four ABC-TV stations: WENR-TV Chicago; WJZ-TV New York; WFIL-TV Philadelphia and WXYZ-TV Detroit, Sundays, 9-9:15 p.m. (CST). Agency: Henri, Hurst & McDonald, Chicago.

HANSCOM BAKING Corp., New York, sponsoring *Hanscom Showcase* on WNBT (TV) New York. Agency: Ehrlich & Neuwirth, New York.

AMERICAN SHOPS Inc., Newark, N. J., sponsoring telecasts of Wednesday night wrestling matches on WJZ-TV New York, increasing to three number of cities in which ABC-TV cooperative program is sponsored. Other sponsors are **Buckeye Garment Rental Co.**, Cleveland on WEWS (TV); **Courtesy Motor Co.** Chicago on WENR-TV. Agency for American is William M. Scheer Adv., New York.

BEER-BOB Inc., New York, manufacturers of a beer shampoo for women appoints L. H. Hartman Co. Inc., New York, to handle its advertising. Plans for radio and television not yet formulated, but the media will be used, with probable emphasis on video.

Network Accounts • • •

DERBY FOODS, Chicago, for Peter Pan Peanut Butter, to sponsor second segment of *Super Circus* (4 to 5 p.m. CST, Sundays) on ABC-TV network from WENR-TV Chicago, effective May 1. Ten stations will telecast show for 52 weeks. Agency: Needham, Louis & Brorby, Chicago. **Canada Dry Ginger Ale** sponsors the first portion.

VAN-S LABORATORIES, San Francisco (Dentrax Toothpaste) May 17 starts two weekly sponsorship of *Mr. Information* on full Columbia Pacific Network Tuesdays, Thursdays (2:25-2:30 P.M. PST). 52 week contract placed through Brisacher, Wheeler & Staff, San Francisco. **S.O.S. Co.**, that city, sponsors program Mondays, Wednesdays and Fridays.

UNITED ELECTRICAL, RADIO & MACHINE WORKERS of America renews its ABC sponsorship of Monday evening *Arthur Gaeth News Commentaries*. Agency: Weinstein Co., New York.

PHILIP MORRIS Co. renews its *Queen for a Day* on MBS, Mon.-Fri., 2:30-3 p.m. Agency: Cecil & Presbrey, New York.

MOHAWK CARPET & RUG Co., New York, to sponsor 7:30 p.m. period on NBC-TV, Mondays through Fridays, effective May 2, replacing Henry Morgan who has been dropped. Monday, Wednesday and Friday, Morton Downey will be viewed, with Roberta Quinlan to be featured on Tuesday and Thursday. Contract placed through George Nelson, Schenectady, N. Y.

'T WAS a great day for the Irish in South Bend, Ind., when this group met to approve a contract for Sinclair Refining Co. sponsorship of Indiana high school basketball championship broadcasts over WHOT South Bend. The clan includes (l to r) Shaun Murphy, WHOT salesman and native of Ireland; Charles Sweeney, Sinclair general agent and all-American end at Notre Dame in 1938; Cletus O'Neill, Sinclair merchandising representative, and Jack Devaney, manager of the Oliver Hotel, host to the group and who, incidently, is also a native of Old Ireland.

MEN AT WORK

(and for you) . . .

While we don't spend much time actually climbing antenna towers or watching outside keyholes, these sketches—borrowed from our latest brochure*—are symbolic of the diligence and concentration that goes into every BROADCASTING assignment.

Ours is a unique reputation as the *only* authentic reporter of every significant development in the field of broadcasting and its allied arts. That's been ours for over 18 years now. And we keep our reputation growing because our awareness of radio's problems and potentials is so acute. We boost broadcasting with every breath; we've championed every worthwhile advance the industry has ever made, and we cover *all* the news of broadcasting with a thoroughness no one else can approach. That's why—in every survey—BROADCASTING is No. 1 with agencies and advertisers.

BROADCASTING carries more news, more business features than all our competitors put together. (About 75,000 words and 60 illustrations in each issue.) To do this, it takes a staff of 60 busy people working from five offices: Washington, New York, Chicago, Hollywood and Toronto.

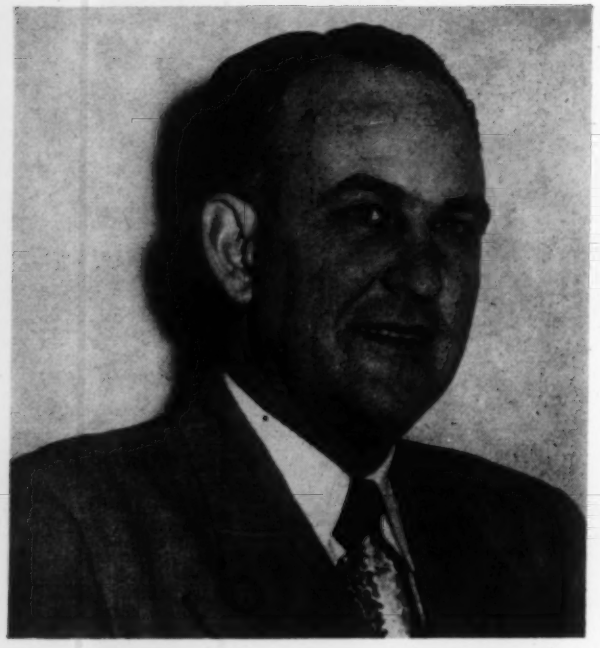
Issues like the one you are now reading are the result. This intensity of editorial coverage has given BROADCASTING a degree of readership loyalty and confidence rarely achieved by any publication in any field.

A very fine promotion piece, indeed . . . our friends tell us. It can be had for the price of a short note to BROADCASTING's publisher, National Press Building, Washington 4, D. C.

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



PIONEER SUBSCRIBER. Leadoff subscriber Howard Roberson of KFDA, Amarillo, Texas, says, "I urged co-operative production ten years ago. BPS has justified my faith in its feasibility."

IVORY TOWER LAMENT

By BRUCE EELLS

WHEN I was Sales Manager of KHJ, I worshipped at the new MBS shrine, and later as Business Manager of Young & Rubicam's West Coast radio I reverently annointed the feet of the wizards who jockeyed for scarce network availabilities. Just at first did I try to tell 'em how we used to do it in Sioux City. I soon learned that unless a man were a network or agency executive ensconced in Los Angeles, San Francisco, Chicago or New York (later we forgot Chicago and San Francisco) he simply couldn't have his finger on the pulse of the people in Cedar Rapids. When I remembered that "Bubbles" Dean had managed KSCJ from scratch into a station where an advertiser could make $25.00 per week return $2,000 in sales, I decided he didn't really know what the listeners wanted; he was just lucky—consistently. I had to learn that I was now on the "national level."

After 10 years of this I was bright as a new dollar. Closest I got to Sioux City were the times I flew over it on the way to New York to find out what we planned there for the entertainment and sales edification of people—in Sioux City—for the coming year. In 10 years I successfully avoided asking people like Howard Roberson what went on in Amarillo. It was less distracting that way. Besides, how could Howard know how to please the people he lived with, without having gone to New York to find out what they wanted—in Amarillo.

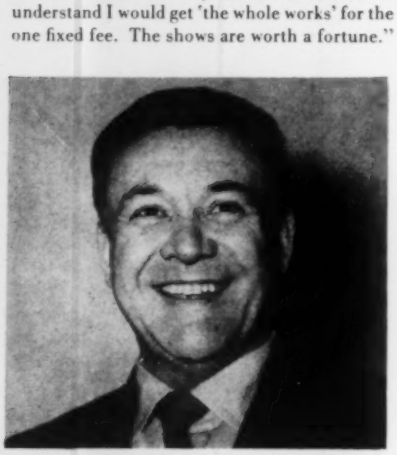
Finally, a cousin of mine in Sioux City came out to California to see me. He'd built a several million dollar wholesale grocery business in Sioux City—using local radio time the networks didn't preempt. He said he didn't have an advertising agency but that the local station manager "was as smart as a whip." I didn't want to embarrass him so I didn't tell him about how you couldn't really be that smart unless you lived in an ivory tower in Los Angeles, Chicago or New York. During his visit I introduced him to Jack Benny, Burns and Allen, Eddie Cantor and Red Skelton. I would have introduced him to some more—but it was too embarrassing. Why? The ratings of the programs he sponsored *were higher than theirs*—in Sioux City.

Seems Jimmy was using transcribed shows he and some other advertisers around Iowa had pooled their resources to produce on a cooperative "cost-plus" basis. The character of

NEWEST MEMBER, Gene Trace, WBBW, Youngstown, Ohio: "Would've joined earlier, but didn't understand I would get 'the whole works' for the one fixed fee. The shows are worth a fortune."

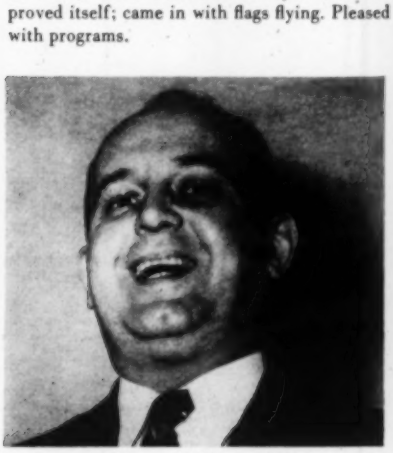
ENTHUSIASTIC MANAGER, S. U. Oppenhuizen, WFUR, Grand Rapids, Michigan: "We should have little difficulty securing 500 stations. Success for one means success for all."

NBC AFFILIATE OPERATOR Karl Wyler, KTSM, El Paso, Texas waited until Syndicate had proved itself; came in with flags flying. Pleased with programs.



EARLY SUBSCRIBER "Red" Moss, WLTR, Bloomsburg, Pa.: "*The Pat O'Brien* series alone is worth more than our fee. *Frontier Town* and *Adventures of Frank Race* will bring revenue for years."

HARD-HITTING Earl Smith, WLCS, Baton Rouge, La.: "I joined the plan while Eells was field-testing it. The Syndicate's program output more than justifies my early faith in the idea.



ILLINOIS LEADER, W. Kenneth Patterson, WSIV, Pekin, Ill.: "We are using three of the shows. Everyone at the station agrees that the quality and production is the best of any transcribed shows we have heard."

Local Dollars vs. Network Pennies

the programs was based upon the judgement and opinion of station managers "on the local level." Seems that, ignorant as they were about how those things were figured out "scientifically" in Los Angeles, Chicago and New York for network advertisers, those managers somehow staggered along on what they knew about people in their own bailiwicks.

I began to entertain the treasonable thought that "Bubbles" Dean of KSCJ might make a pretty good network executive. In a moment of weakness, I even thought of several network and ad agency executives who might find some small merit in spending a few days loitering around the drugstore where George Volger's announcers hang out in Muscatine. Fortunately, I pulled myself together, perished these errant thoughts, re-read the office copy of "The Huckster," and returned to my deliberations as to the best means for inducing one of our national advertisers to include all the basic "required" stations of a certain network notwithstanding he had no distribution in the areas covered by 38 of them.

One day I got a letter from Jimmy so intelligently written it might have been prepared by one of our ivory tower group. It stated in essence that they were short of good talent, whereas Hollywood was loaded with the best; that most transcribed programs were too expensive to come out on; that local advertisers represented a purchasing power far in excess of *all national* advertisers put together; that if good—really good—transcribed shows were made available at a *reasonable* cost, local advertisers would spend more in radio and less in newspapers, and that *national* advertisers would divert *millions* of *dollars per year* from network and put it into spot radio at full *national* rates—buying *only* the markets they wanted;—that stations individually would cooperate in every possible way in any effort that succeeded in bringing them 100% of their time,card—instead of 35%. He urged that I get into the business of producing top-quality, top-talent shows via transcription for local advertisers and for national advertisers on a spot basis.

Jimmy Moore had passed away by the time I got to Sioux City. I'm sorry he didn't live to learn that I did leave Young & Rubicam and that my organization now produces top-grade *network-calibre* transcribed shows for NBC, CBS, MBS, and ABC affiliates and independent stations in 40 states and 8 Canadian provinces—on *his* "cost-plus" basis; that I drove a station-wagon over 12,000 miles last summer to get the advice of over a hundred of the smartest operators in the radio industry—*the local station managers*; that the advice and help they gave me has set a cooperative pattern that national advertisers applaud and networks are studying with interest.

Of tremendous interest to Jimmy would be the revelation that—together—our stations can finance and produce *more* and *bigger* radio shows than can be financed and produced by networks whose substance is being drained off by television; that there are many hundreds of AM and FM stations in markets that will not be covered by television for five years, that represent investments that must be protected, and that *working together* under their own cooperative production plan, the Broadcasters Program Syndicate — they'll make *local* radio pay off more heavily than ever before. They'll take over the national advertiser's dollar on a *local* basis and when they're ready, they'll take over television on the same basis.

The ivory tower days are over. "Local level" operators are *taking* over.

ASTUTE OWNER, A. J. Mosby, KGVO, Missoula, Montana: "BPS programs afford our local advertisers the same weight and quality we carry for network advertisers."

UNIQUE PRINCIPLE of no sales staff overhead is explained by Eells to John D. Keating, KPOA, Honolulu, and Paul Oliphant, WLAC, Nashville, Tenn., as Broadcasters Program Syndicate convention mascot Miss Alyce Cougis beams approval.

BROADCASTERS PROGRAM SYNDICATE
Success Story...

Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members.

A single weekly fee equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's *entire output* of network-calibre programs. All current programs—*plus* every additional series produced by the Syndicate in the future.

To Syndicate member-stations, the PAT O'BRIEN—FROM HOLLYWOOD, FRONTIER TOWN, and ADVENTURES OF FRANK RACE series substantiate long-held convictions that—working together—millions of dollars in program values could pour into the coffers of each.

ALABAMA
WAAX, Birmingham
WEBJ, Brewton
WABB, Mobile MBS
WAPX, Montgomery ABC

ARIZONA
KAWT, Douglas
KTAR, Phoenix ABC
KYCA, Prescott ABC
KGLU, Safford ABC
KTUC, Tucson CBS
KYUM, Yuma ABC

ARKANSAS
KVLC, Little Rock

CALIFORNIA
KERN, Bakersfield CBS
KDON, Monterey
KROA, Sacramento MBS
KUSN, San Diego
KCBS, San Francisco CBS
KSOO, Stockton MBS
KVVC, Ventura

COLORADO
KFXJ, Grand Junction MBS
KGHF, Pueblo ABC

CONNECTICUT
WTOR, Torrington

FLORIDA
WEUS, Eustis
WPBR, Jacksonville CBS
WCNH, Quincy

GEORGIA
WGPC, Albany CBS
WRFC, Athens
WCON, Atlanta ABC
WBBQ, Augusta MBS
WRBL, Columbus CBS

IDAHO
KRPL, Moscow
KLIX, Twin Falls ABC

ILLINOIS
WSIV, Pekin

INDIANA
WHBU, Anderson ABC
WEOA, Evansville CBS
WFBM, Indianapolis CBS

IOWA
KFJB, Marshalltown MBS
KWPC, Muscatine

KENTUCKY
WLEX, Lexington
WINN, Louisville ABC

LOUISIANA
WLCS, Baton Rouge ABC
KSIG, Crowley
WDSU, New Orleans ABC
KSYL, Alexandria NBC

MICHIGAN
WFDF, Flint ABC
WFUR, Grand Rapids
WKNX, Saginaw

MINNESOTA
KROC, Rochester NBC
WEBC, Duluth NBC
WMFG, Hibbing NBC
WHLB, Virginia NBC

MONTANA
KANA, Anaconda
KBMY, Billings MBS
KOPR, Butte ABC
KRGN, Glendive
KOJM, Havre
KXLO, Lewiston
KPRK, Livingston
KRJF, Miles City MBS
KGVO, Missoula CBS

NEBRASKA
KOLT, Scotts Bluff CBS
KOIL, Omaha ABC

NEVADA
KOH, Reno NBC

NEW YORK
WCSS, Amsterdam
WINS, New York City

NORTH CAROLINA
WLOS, Ashville ABC
WCPS, Tarboro

OHIO
WSAI, Cincinnati ABC
WJW, Cleveland ABC
WWST, Wooster

OREGON
KWIN, Ashland
KOOS, Coos Bay MBS
KOIN, Portland CBS

PENNSYLVANIA
WLTR, Bloomsburg
WCPA, Clearfield
WSCR, Scranton
WIP, Philadelphia MBS

SOUTH CAROLINA
WMRB, Myrtle Beach

SOUTH DAKOTA
KDSJ, Deadwood
KOTA, Rapid City CBS

TENNESSEE
WTJS, Jackson ABC
WROL, Knoxville NBC

TEXAS
KBKI, Alice
KFDA, Amarillo ABC
WFAA, Dallas MBS
KTSM, El Paso NBC
KFJZ, Fort Worth MBS
KXYZ, Houston ABC
KOLE, Port Arthur
KABC, San Antonio ABC

UTAH
KUTA, Salt Lake City ABC

VERMONT
WSKI, Montpelier

VIRGINIA
WCYB, Bristol
WGH, Newport News ABC
WRNL, Richmond ABC
WSLS, Roanoke NBC

WASHINGTON
KIRL, Seattle
KXLY, Spokane CBS
KIMA, Yakima CBS

WEST VIRGINIA
WDAY, Oak Hill
WLOH, Princeton

WISCONSIN
WHBL, Sheboygan ABC

WYOMING
KVOC, Casper ABC
KFBC, Cheyenne ABC
KODI, Cody
KPOW, Powell MBS
KWYO, Sheridan MBS

BERMUDA
ZBM, Hamilton, Bermuda ABC MBS

CANADA

ALBERTA
CFCN, Calgary CBC
CFRN, Edmonton CBC

BRIT. COLUMBIA
CJDC, Dawson Creek
CKOV, Kelowna
CKNW, New Westminster

MANITOBA
CJOB, Winnipeg

ONTARIO
CKOC, Hamilton
CFPA, Port Arthur CBC
CHUM, Toronto

QUEBEC
CFCF, Montreal CBC ABC

SASKATCHEWAN
CFQC, Saskatoon CBC
CJGX, Yorkton CBC
CKCK, Regina

"If your quarter-hour rate, for example, is $25.00, you as a member of the Broadcasters Program Syndicate would receive the Syndicate's ENTIRE OUTPUT of programs plus all future programs for $25.00 per week.

JOIN OUR FAMILY of prestige stations, and share in this fast-growing programming jack-pot. Auditions available.

BROADCASTERS PROGRAM SYNDICATE

Under Direction Of

BRUCE EELLS & ASSOCIATES

2217 Maravilla Dr. • Hollywood 28, Calif. • HO 9-5869

Lauds Research Work

EDITOR, BROADCASTING:

I want to congratulate Bob Luce publicly for his very thorough article on the difficult subject of spot radio expenditures. It was extremely well done, and it should prove most valuable to stations and representatives in their efforts to promote increased use of the medium. I hope they make appropriate use of it because, from our experience, it's the precise type of information agencies need for recommending spot radio to their clients. Frankly, I am amazed at the scope of BROADCASTING'S research department.

N. Charles Rorabaugh
N. C. Rorabaugh Co.
New York, N. Y.

* * *

'Meaty' Issue

EDITOR, BROADCASTING:

. . . congratulations on a very comprehensive Convention issue. Very meaty.

Philip Frank
New York State Assn.
for Crippled Children Inc.
New York, N. Y.

* * *

EDITOR, BROADCASTING:

Congratulations on your Spot story, and on the monumental job that BROADCASTING did in the Convention issue.

T. F. Flanagan
Managing Director
Nat. Assn. of Radio Station Representatives
New York, N. Y.

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

More on ET Plan

EDITOR, BROADCASTING:

RE: *Transcription Library-Sales vs. Lease*

As reported in BROADCASTING April 4, 1949, transcription companies were little concerned over a proposal made by me at District #1 NAB Meeting in Boston about outright sale vs. rental of libraries.

The facts are, of course, otherwise. Why would the companies as reported in BROADCASTING say that we had not followed through at Boston? Is this an attempt to mislead? The record will show the motion passed unanimously to examine and study the feasibility of sale to the broadcaster rather than never-ending feudalistic rental of the transcription library. Further, the NAB District #1 Director, Harold E. Fellows, was requested to carry this unanimous vote of the District meeting to the Chicago Convention. Transcription companies may rest assured that such will be done in Chicago.

By actual conference, I have learned that some transcription people are seriously interested in the proposal . . . and are at this moment studying a sales proposition to submit to broadcasters.

Milton H. Meyers
President & General Manager
WWCO Waterbury, Conn.

* * *

Sightmaster's Reply

EDITOR, BROADCASTING:

Apparently the man who heads Zenith is an ex-Navy man. I happen to be from Penn State. In my college days that meant one thing —a head-on collision.

In his statement in BROADCASTING Mr. McDonald said Sightmaster has no engineers. Nothing could be further from the facts.

Sightmaster has the third most complete engineering staff in television today. The Sightmaster sets are the finished receivers with parts supplied by Transvision Inc., the famous TV kit manufacturer. There are 31 engineers and technicians in thecombined engineering department. The engineering background is based on 70,000 TV kits and sets operating throughout the United States today.

Would Mr. McDonald care to make known how many Zenith TV sets are in operation today?

Sightmaster started making television sets in November 1947. When did Zenith start delivering to the trade its television set?

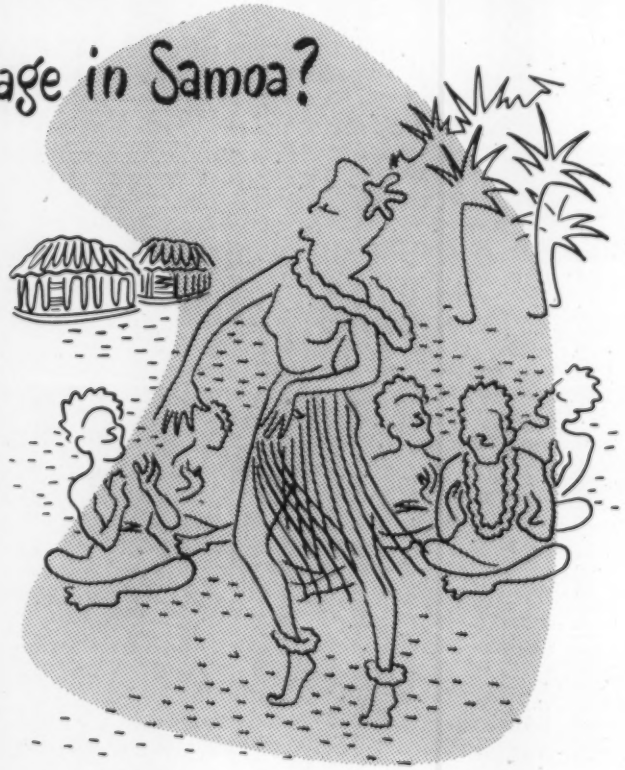
Sightmaster has contributed refinements and innovations to the television industry which are wide-

(Continued on page 41)

Unity for Red Cross

COMPETITIVE radio was forgotten for a day in Wichita Falls, Tex., as all local stations combined their facilities and efforts for the opening of the Red Cross drive. All station breaks for the day were tagged with "Give to the Red Cross," or a similar announcement. Local sponsors on all stations— K W F T KWFT-FM K T R N KTRN-FM KFDX — donated portions of their programs. Climax was a three-hour entertainment program at the Municipal Auditorium sponsored by the five stations. Local talent groups plus the combined talent and announcers of the stations entertained the crowd of some 4,000 persons. One hour of the stage show was carried by all outlets.

What! No coverage in Samoa?



If you were selling grass skirts that might be important—But turn your eyes to Nashville. That's where WSIX shines. WSIX's 60 BMB counties more than cover the rich Nashville trade area, where 1,321,400 people spend $654,888,000 in retail outlets each year. That's a market worth reaching via WSIX!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

STEINMAN STATIONS

Feature of the Week

Recording contributions for iron lung #2 are (l to r) Mrs. Hayes, Mr. Smith and Mr. Bondurant.

* * *

PATIENTS in Bloomington, Ind., hospitals are now assured of quick action when the aid of an iron lung is needed, as a result of a public service campaign staged by WJBC Bloomington.

A little over a month ago the area had only one iron lung, which already was occupied by a patient. The need for a second unit was brought forcibly to the attention of Lyle Smith, WJBC staff pianist, when a member of his family became seriously ill and in need of the lung. Fortunately, the patient occupying the unit was able to be moved from the lung for extended

(Continued on page 72)

On All Accounts

ALTHOUGH a naturally inquisitive mind explains why she asks so many questions about television, Norine Freeman confesses the answers are not so easily produced when she's on the sending end. That's why she took up astrology. Now, as TV director of W. B. Doner & Co., Chicago, she scans horoscopes and astrological charts along with the more down-to-earth reports of Messrs. Nielsen and Hooper. The balance sheet, at this point, is about even.

The mind thus blessed was nurtured at LaFargeville, N. Y. ("You can't see it if there's a freight car in front") and Michigan State College in Lansing. Norine's father, county superintendent of schools and an upstate New York farmer, decided she should go the way of most female flesh and study home economics. "When I realized that all the home ec majors I knew ended up as dieticians in prisons or insane asylums, I swore to renounce chicken a la king forever."

NORINE

So, after three years of college, at the age of 18, Norine took a day coach to Kansas City, to visit a brother.

To counteract the necessary evil of preparing for a job at business college nights, she enrolled for afternoon art courses. This well-plotted mental diet was disrupted when both she and her brother became fascinated by the leading lady of a stock company—for different reasons. Norine wangled a job as second lead and toured the West for a year. She called it quits when, substituting for her sister-in-law to be, she played an artist's model in "The Common Law" and was placed on a pedestal, literally, swathed only in a Spanish shawl (adroitly draped from the back).

Disgruntled, she decided to absorb drama intravenously by writing. Poetry, a creative mainstay since childhood, proved unremunerative, although she was published

(Continued on page 73)

Remember when

junior wore diapers

then short pants . . .

then long pants?

It's a proud day for a boy when he first gets long pants and feels like a grown man! We're proud of WWDC's growth, too. Starting out small, WWDC has grown into a man-size station in the rich Washington market. Your Forjoe man will give you the whole story.

WWDC
AM-FM—The D. C. Independent
Represented Nationally by
FORJOE & COMPANY

He Helped Increase Senatorial Mail by 800%

The assistant postmaster of the Senate judged it to be one of the biggest mail pulls in the history of the Senate post office. The House postmaster quoted no figures, but indicated that only one or two occasions in the past 12 years produced more mail. A sampling of 28 Senators and 4 Representatives showed receipt of an estimated 124,000 pieces of correspondence.

The subject: Taft-Hartley labor bill. The cause of the avalanche: Fulton Lewis, Jr. On just 2 broadcasts he requested his listeners to vote yes or no to 19 questions covering various phases of the labor bill controversy. Each Congressman was furnished with a printed key to the questions asked. The overwhelming response proves anew that the Lewis audience is large and articulate.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program affords local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are over 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client or yourself, investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

TINY Annie Rose Robinson, victim of leukemia, wanted some cotton candy. Her father tried to obtain some for child who was given but 24 hours to live, hoping that what might be her last wish would somehow prolong her life. But his own attempts failed, so Mr. Robinson called WRBL Columbus, Ga., and asked for help. Hugh Batey, WRBL newsman, broadcast Annie's story on his news show, *Feature Story*. Station reports it was immediately flooded with calls from listeners with all kinds of ideas. One listener suggested that Mr. Batey get in touch with candy firm in Atlanta, 115 miles away, that specialized in making candy for special occasions. Realizing that time was running out, Mr. Batey tried local amusement park and a circus in winter quarters nearby, but neither had the desired candy. Then he called local flying service to request they fly to Atlanta for candy. Service informed him that a bus was leaving Atlanta in 20 minutes and if he could get it on that bus it would arrive in Columbus before the plane could make the trip. A call to the Atlanta firm informed him that they couldn't have the candy ready in time to make the bus. So Mr. Batey called Georgia Highway Patrol, and within three hours after his first radio appeal Annie Rose had an ample supply of cotton. But, just five days after her dying wish had been granted, Annie died.

Town Meeting

ENTIRE proceedings of the annual town meeting of Greenfield, Mass., were broadcast by WHAI Greenfield last month. The broadcast was four and a quarter hours lon and included complete proceedings WHAI stated that as a result of th service the station was flooded with calls and letters from listeners thanking it for its public servic As an additional public service tha week, WHAI offered a series o programs from campus of U. o Massachusetts during the annua recreational conference.

Art Awards

FOR second year, KGW Portland Ore., covered award ceremony o the Annual Scholastic Art Exhibi tion held in that city. Contest i open to students in high school, and event is part of yearly National High School Art Exhibition o Carnegie Institute, Pittsburgh KGW's chief announcer, Bog Thorlinson, broadcast the ceremonie from auditorium of Meier & Frank department store.

GOVERNOR'S GIFT

WIBW Flies Good Will Flour

WIBW TOPEKA, Kan., served as go-between a fortnight ago in an exchange between the governors of Kansas and Oklahoma. The exchange was not words, however, but flour. Flour milled in Topeka from wheat grown on Kansas Gov. Frank Carlson's farm was flown in WIBW's plane, the "Flying Rooster," to Oklahoma City (see Radiorama, page 19). Upon arrival, Gene Shipley, WIBW farm service director, presented the flour to Oklahoma's Gov. Roy J. Turner, in behalf of Gov. Carlson.

Gov. Turner accepted the gift and asked Mr. Shipley to fly the flour to Tulsa where it was made into rolls and served at a banquet celebrating the premiere of the motion picture "Tulsa." Tape recordings were made by WIBW throughout the trip, including interviews with both governors and stars appearing in the motion picture.

They Say . . .

AT ALBANY the Assembly ha passed a bill sent to it by its Moto Vehicle Committee which would prohibit installation of television sets in automobiles if the screen i within view of the driver. . . . We wish we could say that thi bill is well drawn. But is it? The bill, with its express and limited restriction, tacitly condones, if no approves, this new form of amusement for automobile passengers. To allow television at all in motor vehicles, particularly in pleasur cars, is hazardous. . . .

From editorial in
The New York Times

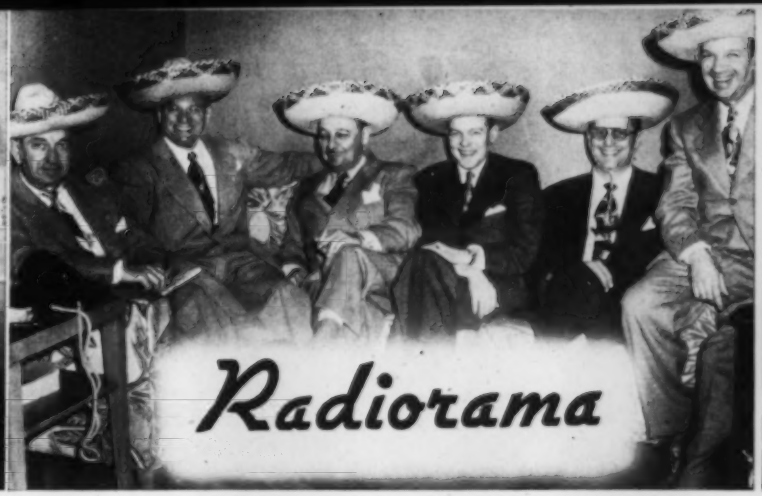
* * *

"IT is conceivable that the Federa Communications Commission, after ponderously weighing all the pro and cons for years, may decide t open new [television] channel i the ultra high frequency band. . . But it is highly unlikely that the will, or could, at the same tim shut off the existing channels fo which the present sets are built any more than opening FM chan nels meant the closing down of th existing AM channels. . . . Mos of the present sets and those likely to be bought in the next few years will not only last as long as the are supposed to last but will als find plenty of material in the a to which to tune. . . . To talk a if the sets now operating will b good only for the scrapheap in a few years is equivalent to saying that because the polar icecap i melting, all Baltimore is due fo an inundation. Maybe there will b an inundation, but it won't com before the year 3000 A.D."

From an editorial in
The Baltimore Sun

Radiorama

ACTIONS above and beyond duties of an engineer are displayed by Howie Wertz (r), engineer on WKBW Buffalo's *On the Town* show, as he models gift from a fan. Carlton Beck, m.c., describes scene to listeners.



DECKED out in promotional sombreros, account executives of Frederic W. Ziv Co. join their boss (second from l) at a kickoff meeting in Cincinnati for Ziv's new show, *Cisco Kid*. Left to right: Tom Privette, Atlanta; Mr. Ziv; Bert Somson, St. Louis; Hank Luhrman, Birmingham; Stan Friedlander, Louisville; Wayne Hutchinson, Huntington, W. Va. Other meetings were held in Kansas City, Chicago and New York.

MAIL pull of *Jr. Parade* show on WNHC-TV New Haven brings renewal by Chamberlain's Furniture Co. Giving okay are Robert E. Chamberlain Jr. (seated) and William Malo Jr. (l) and Aldo DeDominicis of WNHC-TV.

SMILIN' Eddie Hill displays products of Omega Flour Co., sponsor of his new hillbilly show over WMPS Memphis, Mon.-Fri., 1-1:15 p.m. Contract was signed by Gardner Adv., St. Louis, for Cole Milling Co., Chester, Ill.

PUTTING something in the pot is Mayor C. Pralle Ernie as he seals the cornerstone for WLRP, new station to take the air next month at New Albany, Ind. Record of ceremony and good-luck penny are placed in stone as Roy Hickox, WLRP president, his wife and two children, Ronald and Lee Ann, give approval. L and R in call letters are for the Hickox children.

PLANNING promotion of vacation model GE portable radios on WPTR Albany and WBCA (FM) Schenectady are (l to r) Joseph Fife, WPTR com. mgr.; Leonard Asch, WPTR v.p.; Harold Van Alstine, Havens Electric Co., Albany; Harry Chrysler, GE.

ARRANGEMENTS for Red Top Brewing Co. airing of Lynchburg (Va.) Cardinals home games on WWOD Lynchburg are made by (l to r) Jack Weldon, WWOD mgr.; I. S. Benjamin of Red Top; Eli Cohen, Joseph Adv.

CHARLES CRUTCHFIELD (l), WBT Charlotte gen. mgr., chats with visiting CBS Radio Sales staffers (l to r) Alice Santti, Marie Plomin, Herb Carlborg.

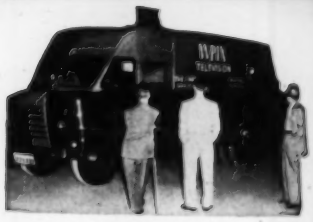
ACCEPTING post of natl. radio consultant for Savings Bonds is Cornwell Jackson (2d from r), J. Walter Thompson v.p. Treasury men with him are (l to r) Nathan Colwell, chief, Radio Sec.; Edmund Linehan, assoc. chief; Elihu Harris, advertising director.

ENJOYING dessert after NAB sessions in Chicago are Wauhillou LaHay (l), N. W. Ayer, New York, and Les Lear of ABC's *Welcome Travelers*.

FILM series to be aired by NBC-TV for Procter & Gamble is discussed by (l to r) Lewis Titterton, Compton Adv.; Gordon Levoy, General TV Enterprises Inc., contractors; William Craig, P&G TV mgr.; Gilbert Ralston, P&G exec. TV producer.

FLOUR, gift from Kansas Gov. Carlson to Oklahoma Gov. Turner, is loaded in WIBW Topeka's "Flying Rooster" by Gene Shipley, farm service director.

WPIX in nighttime action at the Roosevelt Raceway, Westbury, N. Y. RCA TV Field Equipment is used throughout.



Television Studio-on-Wheels. This special RCA TV field truck is handling the track sound-and-picture pick-up between Roosevelt Raceway grandstand and WPIX in New York City. All RCA-equipped, it is designed to carry everything needed to operate up to 3 cameras in the field.

. . . complete field equipment,

for instance —

● That exciting finish you see is being covered by television field equipment, all-RCA from camera to microwave relay antenna.

Thoroughly practical for quick, on-the-spot pick-ups, this highly compact and portable equipment is designed to handle outdoor telecasting under all sorts of conditions. Complete pick-up and relay equipment includes: two image orthicon cameras (with telephoto lens); camera tripods; camera control units; on-the-air master monitor; camera switching system; synchronizing generator; microwave relay equipment; associated power supplies; reels of cable—all carried in one special truck.

Why this preference for RCA field equipment among the majority of TV stations now in operation?

Because RCA TV Field Equipment has been worked out by television experts who know the business. All gear, for example, is completely portable and subdivided into small units for easy handling. All field cameras are equipped with 4-position turret lens and electronic view finders. There are complete switching facilities that help the operators deliver faster-moving shows. And there is a special truck that carries the equipment to location . . . with all the facilities required to run most of the equipment *right from the vehicle itself.* No wires needed to get the picture signals back to the station. High-efficiency microwave radio relay does it—airline!

. . .

Overlook none of the technical and economical advantages of correct initial station planning. Your RCA Television Specialist can help. Call him. Or write Dept. 1900 RCA Engineering Products, Camden, New Jersey.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

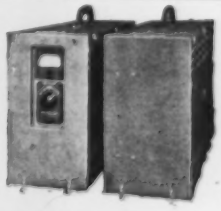
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

RCA Microwave Relay Transmitter TTR-1A. Transmits the picture signals from field to studio (or from studio to transmitter). It includes a parabolic antenna with hook-shaped wave guide, built-in transmitter, and remote control unit. Matching receiver unit at the station picks up the microwave relay signal.

RCA Field Camera Control TK-30A. For monitoring the picture and controlling its quality. Unit No. 1 includes one 7" picture monitor tube and one 3" oscilloscope (to observe video signal waveform). Unit No. 2 is the power supply.

RCA Field-Switching System TS-30A. Nerve center of TV field pick-up operations. Switches intercom circuits and picture signals between cameras and monitor. Unit No. 1 provides for video switching, sync signal insertion, and master monitor switching. Unit No. 2 is the power supply.



RCA Field Synchronizing Generator TG-10A. Produces timing pulses for TV field equipment. Unit No. 1 includes pulse-forming circuits, frequency-control circuits, and power supply. Unit No. 2 includes the pulse-shaping and output circuits.

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
April, 1949

Mr. Frank Daniel
Lennen & Mitchell, Inc.
17 East 45th St.
New York 17, N. Y.

Dear Frank:

Have you made vacation plans this year? If you are like hundreds of thousands of others, you will spend your vacation somewhere in WGY-land.

Did you ever stop to think that WGY is nicely centered in one of the largest resort areas in the world? Like spokes in a wheel, roads from Schenectady lead to the Finger Lakes region, the Adirondacks, the Green Mountains, the White Mountains, the Berkshires, and the Catskills. The summertime population in WGY-land grows to astronomical proportions.

Have you noticed that most camps and summer homes have radio? That a great many campers carry portable radios? That they travel in automobiles with car radios? There isn't any listener survey on this, but you know it's so.

And did you know that travel and resort spending in the state of New York alone runs around $1,000,000,000. each year? One billion dollars, Frank, one billion dollars. And there is only one radio station heard throughout most of this tremendous resort area. That's why we call it WGY-land.

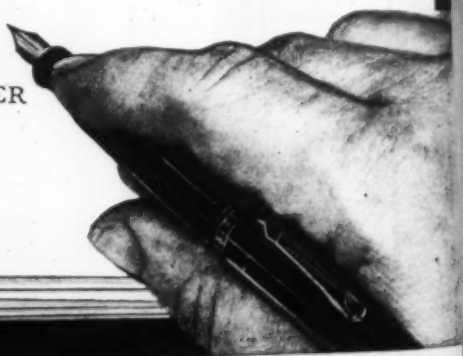
You see, Frank, there is no reason for your clients-- or the clients of anyone else -- to be out of touch with their customers during the vacation season. Certainly not if those customers are among the millions who invade WGY-land each summer. Jim McConnell and NBC Spot Sales are ready to chat with you on this point at any time.

Sincerely,

G. Emerson Markham

G. Emerson Markham:acs

STATIONS MANAGER



BROADCASTING
TELECASTING

Vol. 36, No. 17 WASHINGTON, D. C., APRIL 25, 1949 $7.00 A YEAR—25c A COPY

FCC TAKEN TO WOODSHED

'Prostituting', Johnson Charges

By RUFUS CRATER

IN A VICIOUS denunciation from the Senate floor, Sen. Edwin C. Johnson (D-Col.) accused FCC last week of "prostituting" democratic principles by practices that are "scandalous, shocking, and disgusting."

He called for a "housecleaning" to return control of the agency from "three or four persons in key positions" to the Commissioners themselves, and for increased attention to business in the public interest as distinguished from what he considered regulation in the interest of a few.

Specifically, he endorsed color television and opening of the UHF band to "prevent monopoly and tight control" of TV, and demanded a breakdown of the clear channels to achieve a similar result in sound broadcasting.

The Commission, obviously smarting under one of the bluntest attacks it had ever suffered, remained silent. There was immediate speculation of resignations, but it was doubted that any of the Commissioners would be inclined to quit under fire.

The attack came while FCC Chairman Wayne Coy was in Puerto Rico on a communications mission for the Navy, accompanied by Harry M. Plotkin, assistant general counsel in charge of broadcasting, and James E. Barr, chief of the Engineering Bureau's Standard Broadcast Division (see story page 30). Vice Chairman Paul A. Walker had no comment. He said the Commissioners had been "meeting all day, working hard," and at that time had had no chance to study the charges.

Sen. Johnson, who had information from the Commission's own files to draw upon, claimed FCC "has data and skilled engineering advice . . . which say that color is ready; that the higher frequencies can be used."

He charged that the Commission is "almost ready" to hand down a "monstrous" decision favoring the "clear-channel lobby" in the clear-channel case. He said he understood Chairman Coy's position "at the moment" is that "the anticipated development of the radio art has made the super-power question

Sen. JOHNSON

academic." The issue, he maintained, is one for Congress, not FCC, to determine.

The chairman of the Senate Interstate & Foreign Commerce Committee, FCC's legislative guardian, delivered his 17-page castigation two days after introducing Monday a bill to boost the Commissioners' salaries from $10,000 a year to $15,000 (see story page 33). He described the Commissioners as "persons of highest character and integrity" individually, equipped with "superior qualities for the common task."

But, he charged:

● "The bewildered Commissioners, bogged down in the technicalities and red tape of their own creation, are the captives of their own staff." The staff in turn "is the captive of the high and the mighty in the very industry the Commission was created to regulate. The plow horse has usurped the plow handles and seized the whip, and the Commission is now pulling the plow."

● "It is easier to drive a camel through the eye of a needle than it is to get a decision out of the FCC," but a larger staff under the present setup "would result only in more finagling and wrangling and fewer decisions."

● Industry operates "in an atmosphere of fear of the Commission" and there is "even greater fear that the networks and the powerful manufacturing and patent-holding interests, working hand-in-glove with the Commission, can and do exact their own economic sanctions. . . . Nothing behind the Iron Curtain compares with it, except that in Russia physical punishment is invoked; over here the penalty is the threat of financial ruin."

● Absenteeism in FCC "has reached an alarming stage" and "when the Chairman is not making a speech . . . he is busy preparing one." The public "should be informed by official Commission action rather than by public speeches which may tend to commit or embarrass the Commission and confuse Congress and the industry."

● Referring to reports that Undersecretary James E. Webb has prodded the State Dept. into greater activity: "A driving spirit such as this in the FCC is a must." FCC "was hired to make tough decisions, not flattering speeches

(Continued on page 32)

BAB BATTLE PLAN

'Sell Radio' Drive Mapped

By J. FRANK BEATTY

BLUEPRINT for the first industry drive to sell radio agressively on a level with competing media will be submitted to the new Broadcast Advertising Bureau Committee at a May 11 meeting in Washington.

This board committee, headed by Robert D. Enoch, KTOK Oklahoma City, was named at the Chicago NAB board meeting to provide policy direction for the new NAB Broadcast Advertising Bureau [BROADCASTING, April 18]. Director of the new agency is Maurice B. Mitchell, present director of the supplanted NAB Dept. of Broadcast Advertising.

Even before this policy meeting, however, NAB was hard at work on the sales promotion project. Quick action to meet a serious media situation was demanded at Chicago by the NAB membership and by the board. And quick action is what they are getting, judging by activity at NAB headquarters last week.

Already it is clear that every sales promotion facility in the industry will eventually be drafted into BAB's campaign to sell radio directly and aggressively in every city and town in the nation.

This may include everyone from top network executives to small-station salesmen. They will be asked to cooperate in the biggest drive in media history, if wishes of BAB's original sponsors are carried out.

The selling will be hard-hitting and positive, according to present thinking. It will be designed to bring new business into radio and to expand use of the medium by present and former sponsors.

If the tactics of competing media get rough, however, BAB may be forced to resort to negative selling in special cases. Actually the whole BAB project is designed purely to stimulate radio sales on a highly ethical level.

In setting up BAB, the board specified that it start functioning by June 1. First step at NAB headquarters was to call the BAB Committee to Washington. May 9 was specified at first as meeting date but this was changed to May 11. The BAB policy group has a vacancy, the board having set up a five-man committee with four board members. The fifth member is the chairman of the Sales Managers Executive Committee (now vacant).

Created by Demand

BAB was created by the NAB board to meet a loud and widespread membership demand for a sales setup that would bring NAB's advertising promotion on an eventual par with the well-heeled bureaus operated by the newspaper and magazine industries.

While BAB starts out with a relatively modest budget—$100,000 more than the Dept. of Broadcast Advertising receives—the board's

(Continued on page 42)

FREEDOM THREAT

Miller Warns ASNE

YOU may be next, NAB President Justin Miller warned the American Society of Newspaper Editors in a review of government inroads on free speech. Addressing the Society April 23 at its Washington convention, he recited the means taken by the nation's founders to permit freedom of communication and the devices used by governmental officials to evade this basic mandate.

"Most lawless of all branches of government, and least willing to accept the limitations of the Constitution, are some of the administrative agencies," he said. He described how courts are forbidden to interfere with these agencies except on appeal. Thus unconstitutional results are accomplished without amending the Constitution. "Herein lies the greatest present threat to free speech and press in this country," he said.

"The temptation to still the voices of criticism becomes very great," Judge Miller said. "It is easy for spokesmen of our own administrative agencies to rationalize their procedures of evasion." They avoid judicial review by clever devices, he continued, then warning, "You gentlemen of the press may well consider the possibilities as applied to your own domain."

Judge Miller said that if Congress changed appellate procedure, the Postmaster General might be instructed to base decisions affecting use of the mails on considerations of public interest, convenience and necessity. Soon a line of administrative precedents would be built up.

Cites Example

Suppose an editor refused to be coerced, he suggested, the Postmaster General might deny use of mails on ground of poor printing, unwillingness to print news of government importance or excessive advertising, for example. This sort of regulation has developed in broadcasting, he warned, and Congress could move in on the press and "put rings in editorial noses." Precedents set up in radio will aid their purposes, he declared.

Opening the convention Thursday morning, Erwin D. Canham, *Christian Science Monitor*, ASNE president, pointed to danger that international law may be written on the subject of freedom of information "which will leave us farther back than when we started." He referred to the battle for freedom of information inside the United Nations where many countries fail to understand the significance of a free press.

Basil L. Walters, Knight newspapers, chairman of the World Freedom of Information Committee, said ASNE is taking an active part in the Baltimore Gag contempt case in which several stations were found guilty of contempt for newscasts covering the confession of an indicted murderer. The cases have been appealed. Baltimore newspapers operate under the shadow of the contempt policy imposed by city courts.

Norman Shaw, *Cleveland Press*, said during a managing editor's panel that TV is affecting newspaper readership. "We've got to get them to read our papers," he said.

A special committee headed by J. R. Wiggins, *Washington Post*, endorsed the State Dept. foreign information program.

Drawn for BROADCASTING by Sid Hix

"Calm yourself, Congressman . . . Our running that fertilizer spot right after your speech was pure coincidence!"

AAAA

New Board of Governors, Officers Named

ELECTION of new officers and governors of the American Assn. of Advertising Agencies has been completed by the group's six sectional councils. AAAA boards of governors are as follows:

NEW YORK COUNCIL: Chairman, Ray Vir Den of Lennen & Mitchell, New York; vice chairman, J. Davis Danforth of BBDO, New York; secretary-treasurer, John E. Wiley of Fuller & Smith & Ross, New York.

Other governors: Don Francisco of J. Walter Thompson, New York; T. Hart Anderson of Anderson, Davis & Platte, New York; Howard L. Fisher of Rickard & Co., New York; Lawrence Valenstein of Grey Advertising Agency, New York.

NEW ENGLAND COUNCIL: Chairman, Julian L. Watkins of H. B. Humphrey Co., Boston; vice chairman, Francis Baldwin of BBDO, Boston; secretary-treasurer, Edward F. Chase of Harold Cabot & Co., Boston.

Other governors: Harold I. Reingold of the Reingold Co., Boston office; George Wiswell of Chambers & Wiswell, Boston.

ATLANTIC COUNCIL: Chairman, Wesley M. Ecoff of Ecoff & James, Philadelphia; vice chairman, Frank C. Murphy of Geare-Marston, Philadelphia; secretary-treasurer, A. E. Morgan of The Richard A. Foley advertising agency, Philadelphia.

Other governors: Howard A. Medholdt of the Aitkin-Kynett Co., Philadelphia.

MICHIGAN COUNCIL: Chairman, Ralph L. Wolfe of Wolfe-Jickling & Conkey, Detroit; vice chairman, J. L. McQuigg of Geyer, Newell & Ganger, Detroit; secretary-treasurer, F. W. Townsend of McCann-Erickson, Detroit.

Other governors: Willard S. French of Brooke, Smith, French & Dorrance, Detroit; Henry G. Little of Campbell-Ewald Co., Detroit.

CENTRAL COUNCIL: Chairman, Earle Ludgin of Earle Ludgin & Co., Chicago; vice chairman, W. Raymond Fowler of Needham, Louis & Brorby, Chicago; secretary-treasurer, Henry H. Haupt of BBDO, Chicago.

Other governors: John L. Davis of the Griswold-Eshleman Co., Cleveland; Roland Taylor of Foote, Cone & Belding, Chicago; Oakleigh R. French of Oakleigh R. French & Assoc., St. Louis; John F. Whedon of Young & Rubicam, Chicago; Fergus Mead of The Buchen Co., Chicago; Clyde M. Joice of Goodkind, Joice & Morgan, Chicago.

PACIFIC COUNCIL: Chairman, C. Burt Oliver of Foote, Cone & Belding, Hollywood; vice chairman, George Weber of MacWilkins, Cole & Weber, Seattle; secretary-treasurer, Carl K. Tester of Philip J. Meany Co., Los Angeles.

Other governors: C. H. Ferguson of BBDO, San Francisco; H. O. Nelson of Ruthrauff & Ryan, San Francisco.

Saul Heads Agency

ARTHUR ROSENBERG Co., New York, last Monday announced the election of William H. Saul, account executive, to the presidency of the agency. Harold Chartow, also an account executive, was elected treasurer, and Samuel Rubenstein was re-elected vice president.

SINDLINGER

Financing to Allow Expansion

ALBERT E. SINDLINGER, president of Sindlinger & Co., Inc., Philadelphia, exclusive licenser for Radox (new instantaneous electronic radio and television audience measuring device), announced April 20 his completion of financing arrangements with a group of Chicago businessmen, following four months of negotiations.

The Chicago group investing in Sindlinger & Co. includes Henry P. Isham, president of Clearing Industrial District of Chicago and a director of The First National Bank of Chicago; Ralph A. Bard, director of the Chicago Corp., American Shipbuilding Co. and a former Under Secretary of the Navy; John I. Shaw of Shaw-Isham & Co., and R. Douglas Stuart, director of The First National Bank of Chicago, the Chicago, Burlington & Quincy Railroad and other corporations. These interests will be represented on the Sindlinger board of directors when final arrangements are consummated.

"National expansion of the Radox operation is contemplated," said Mr. Sindlinger, "but for the time being the company plans to concentrate within the Philadelphia area, with New York the second city on the timetable."

6000 SUNSET

Building Sold to Richters

SALE of building, studios and other facilities at 6000 Sunset Blvd., Hollywood, for approximately $500,000, was disclosed last week when new principals took over from J. Frank Burke, president of Radio Broadcasting & Recording Service Inc.

New owners are Dr. A. G. Richter, Long Beach physician, and his brother, A. J. Richter, Sacramento rancher, who are president and vice president, respectively. J. S. Fredericks, general manager for the former corporation, continues as such in addition to becoming secretary-treasurer of the new group. The Richters control two-thirds of the new operation, according to Mr. Fredericks.

Other new personnel at the plant, which includes AM and TV studio site plus recording facilities: Claude Turner, formerly chief engineer of AFN in Europe and AFRS headquarters in Los Angeles, assistant general manager; Robert Kearney, formerly commander of AFRS headquarters in Los Angeles, head of sales promotion.

Studio space is being expanded, increasing facilities from three to five. Equipment costing about $15,000 also is being added. CBS has working agreement with building for use of its audience studio and KTTV (TV), *Los Angeles Times*-CBS station originates three weekly programs there.

How's Business?

'Broadcasting' Study of the Business Climate

By ROBERT LUCE

NETWORK BUSINESS dropped slightly in the first two months of 1949, to total $33,834,531, a figure $435,000 below the comparable months in 1948, according to the latest figures from Publishers Information Bureau.

The decline occurred in February, as the January totals were above January 1948. February's gross billings were $16,124,761 as compared with $16,715,535 in February 1948.

Product groups showing biggest reduction in February 1949 from February 1948 were Toiletries, Automotive, Drugs, Foods, and Office Equipment. (See Table I.)

* * *

Radio and companion media may profit in buyer's market climate. More effort to bring in customers means more expenditures for advertising. Few present at AAAA's April meeting would predict a drop in advertising revenues for 1949. This is not to say the same for 1950 —there was definite awareness that some levelling or decline is in the cards. Board Chairman Clarence Goshorn, of Benton & Bowles, is convinced that 1949 is a year for advertising to demonstrate its ability to keep sales at high levels.

NAB's new Broadcast Advertising Bureau has the job to do for radio: in buyer's market year, to demonstrate that radio will move goods.

* * *

More about advertising budgets. ANA's report shows that biggest advertisers are set to increase or keep budgets at same levels in 1949 as 1948, while smaller companies aren't so sure. Only 9% of companies doing over $50 million sales say they'll cut ad budgets, but 20% of those doing less than $50 million sales say they'll probably reduce appropriations.

* * *

FCC Chairman Wayne Coy's speech to the NAB Convention was prickly with uncomfortable statistics about broadcasting. In 1948, which was a banner year for every industry including radio, the FCC Chairman said one in every four AM outlets lost money. Most of these, he pointed out, had gone on the air in 1948 or 1947, which takes most of the scare out of the figures.

He definitely intended to discourage further AM expansion with these words, "There is a grave financial risk in starting a new aural radio station." Like Merlin H. Aylesworth, former president of NBC, he is optimistic about TV's potential, though he differed on the length of time it will take for TV to become predominant.

Now nearly everybody has picked his date for the demise of radio. But figures on TV do not indicate that its going to reach AM's volume for many years. TV did about $5 million in billings for the first quarter of 1949. With allowance for rapid and progressive increase in TV time sales it will be quite a few years before TV reaches the $400 million chalked up by radio in 1948.

For 1949, and probably 1950, radio's future is not so much linked to TV as it is to other business conditions.

* * *

Price cuts were news in April. Auto manufacturers spurred spring sales with announcements of cuts ranging from $50 to $300. Appliances, radios and other durables also entered the lists as price cutting occurred.

Most cuts were well advertised, and same applied to Easter business in local field. Consumers hoped sporadic cuts would continue as they watched cost of living decline steadily. Dun & Bradstreet's food price index, which is good market-basket indicator, is now 16% below last year's level.

Consumer's price index which stood at 174.5 (1935-39=100) last September, was 169.0 Feb. 15, and would show a further drop in March. Meanwhile no major wage increases appeared in April as unions, too, were waiting to see if the price level would rise again.

* * *

Employment has increased some, economists say, and Federal Security Administration reports that claims for unemployment benefits have declined somewhat.

* * *

Easter's business was good. Detailed figures are not yet available, but one estimate shows Easter Week trade was as good as Easter Week year ago, if not slightly above. With price cuts however, most retailers need more volume to produce equal return. March retail trade was estimated at $10,470,000,000, a shade below March 1948. Index of March sales was 329, compared to 330.7 in March 1948 and 340 in September. (See Table II.)

Independent retail stores, which are the local radio advertisers, are losing some business to chains and big department stores. Latest data shows sales in this category to be about 2% below a year ago. Auto dealers are a big exception to this rule, showing a 10% increase. "The auto industry has started 1949 with the highest rate of output since the end of the war," according to William Cronin, managing director of the Automobile Mfrs. Assn., "and as the industry approaches a balance between supply and demand, sales and advertising programs are being broadened and intensified."

It's almost possible now to buy a used car cheaper than a new model, which is indicative that customers can get new models with relatively short delivery time. Used car prices have declined steadily in 1949, without usual spring buying spurt.

Again, used car dealers need promotion to keep business up, and to tell public of new lower prices for good post-war models.

* * *

Personal incomes dropped off from the January level, and stood at an annual rate of $217 billion in February. This figure is well above the figure for 1948 which was $213.6 billion. This is still a healthy buying potential, and the problem rests with the consumers who may not spend their money until they feel prices have reached even lower level.

All this means is that consumers will look and listen longer before they are convinced that now is time to buy. Effective selling copy on radio can tell consumers about lower prices, better supply, and technical improvements which make today's goods most satisfactory from consumer standpoint.

* * *

Construction shows a definite slowdown from the very high level

(Continued on page 42)

* * *

TABLE I
NETWORK BILLINGS
Jan.-Feb. 1948, 1949

CLASS	1949 February	1949 Jan.-Feb.	1948 February	1948 Jan.-Feb.
1. Agriculture & Farming	$ 126,829	$ 262,854	$ 116,778	$ 230,503
2. Apparel, Footwear & Accessories	122,575	268,861	133,492	254,667
3. Automotive, Automotive Accessories & Equipment	611,945	1,394,292	717,455	1,410,141
4. Aviation, Aviation Accessories & Equipment	.....	.....	.....	.....
5. Beer, Wine & Liquor	67,452	137,928	99,523	214,438
6. Building Materials, Equipment & Fixtures	91,860	188,035	80,552	168,882
7. Confectionery & Soft Drinks	632,405	1,387,628	708,332	1,348,274
8. Consumer Services	142,989	318,364	232,181	454,223
9. Drugs & Remedies	1,643,943	3,415,315	1,951,259	3,941,920
10. Entertainment & Amusements	.....	.....	.....	.....
11. Food & Food Products	3,826,709	7,798,165	4,058,060	8,418,195
12. Gasoline, Lubricants & Other Fuels	569,870	1,205,508	563,922	1,149,290
13. Horticulture	22,992	22,992	22,044	49,239
14. Household Equipment & Supplies	666,323	1,369,591	675,553	1,373,183
15. Household Furnishings	96,905	217,828	100,228	225,588
16. Industrial Materials	181,080	407,450	197,109	367,013
17. Insurance	315,387	657,246	376,267	721,244
18. Jewelry, Optical Goods & Cameras	178,610	395,183	57,495	110,093
19. Office Equipment, Stationery & Writing Supplies	132,648	281,601	261,920	535,758
20. Publishing & Media	112,224	186,014	126,298	319,951
21. Radios, Phonographs, Musical Instruments & Accessories	150,934	322,222	198,053	390,825
22. Retail Stores & Shops	5,496	10,992	.....	.....
23. Smoking Materials	1,913,934	4,002,665	1,595,316	3,393,696
24. Soaps, Cleansers & Polishes	1,698,598	3,397,464	1,451,858	2,996,501
25. Sporting Goods & Toys	.....	.....	.....	.....
26. Toiletries	2,413,883	5,309,290	2,742,753	5,743,501
27. Transportation, Travel & Resorts	106,352	239,696	.....	.....
28. Miscellaneous	292,818	637,347	249,090	443,224
TOTAL	$16,124,761	$33,834,531	$16,715,535	$34,260,115

Source: Publishers Information Bureau.

* * *

TABLE II
RETAIL SALES, 1948-1949
(First Quarter)

All Retail Sales:

	1948 $ Total (Millions)	1948 Index (1935-39=100)	1949 $ Total (Millions)	1949 Index (1935-39=100)
January	$ 9,644	324.7	$ 9,416	329.4
February	8,948	324.6	8,947	329.5
March	10,374	330.7	10,470	329.0
Total	29,336		28,915	
Durable Goods Stores:				
January	2,516	357.4	2,444	364.0
February	2,350	357.6	2,470	377.8
March	2,956	376.0	3,065	384.0
Total	7,822		7,979	
Non-Durable Goods Stores:				
January	7,169	314.0	6,972	318.1
February	6,598	313.9	6,477	313.7
March	7,778	316.0	7,405	311.0
Total	21,545		20,854	

Note: Index numbers are adjusted to allow for number of work days in month.
Source: Dept. of Commerce.

AUTOMOTIVE

Car Makers Up Time Purchases

AUTOMOTIVE advertising was prominent in spot network and television new business last week as Hudson, Chevrolet, Oldsmobile and Chrysler-Plymouth dealers each announced time purchases.

The Hudson Motor Car Co., absent from the network scene since its Kate Smith show in 1937, returned to Mutual April 18 with a 513-station, one-time buy.

Utilizing the entire Mutual network from 3 to 3:30 p.m., Hudson celebrated its 40th anniversary as an automobile manufacturer. The program was rebroadcast in the Detroit area at 10 p.m. over CKLW, Mutual Detroit-Windsor outlet, to enable Hudson day-shift employes to hear it.

The program featured an address by A. Edward Barit, president of Hudson, who emphasized

Mr. Barit

Mr. Pratt

the importance of the salesmen of America in keeping the automobile industry and the country on its present high level of prosperity.

Also heard on the program was George H. Pratt, vice president in charge of sales, who said Hudson was going to attempt to get every American to try the 1949 Hudson "revelation ride," through an intensive advertising campaign spearheaded by radio and other media. Specific future radio plans were not disclosed. The broadcast was placed through Brooke, Smith, French & Dorrance, Detroit.

The Hudson Motor Car Dealers of America, through the same agency, launched a 700-station spot campaign for the two weeks starting April 18. Generally, each of the stations will get five spots a week. This is a co-operative dealer venture.

Oldsmobile Division of General Motors Corp., through its Lansing offices, announced an increased schedule effective April 18 for its television newscast, *Olds Brings the News*, featuring Douglas Edwards. Telecast on WCBS-TV New York and the CBS affiliate in Detroit, the program has been extended to three times weekly instead of two.

The new schedule calls for Monday, Wednesday and Friday telecasts, 7:30-7:45 p.m. Popularity of the show, which features news, last-minute newsreel coverage and timely interviews, accounts for the heavier schedule, according to Oldsmobile officials.

The Chevrolet Dealers of Detroit, through Campell-Ewald Co., announced a new 52-week spot campaign over four Detroit stations. WXYZ (ABC) and WWJ (NBC) get two per day, Monday through Friday. WJBK has one each day before the baseball broadcast, switching to a participation show in the fall, and CKLW's Toby David gets five a week. All business is effective approximately May 2.

Sammy Kaye's Showroom, new 15-minute program, will be sponsored by Chrysler-Plymouth dealers.

The program, featuring individual dealer identity, will be broadcast on a tailor-made network, expected to comprise some 261 stations across the country, with 919 dealers participating. Class A time, through McCann-Erickson, New York, is being purchased on Monday, Wednesday and Friday. Contracts, effective May 16, are for 26 weeks.

While a few stations may carry the show as late as 10:30 p.m. efforts are being made to clear time between 6 and 8 p.m. on all of the stations. WJZ New York will carry the program 6:45-7 p.m.

SCHNEIDER

Confirmation Is Expected

OFFICIAL confirmation of the appointment of Douglas Schneider as mass communications director for UNESCO will be announced sometime this week, State Dept. sources indicated last Thursday. Mr. Schneider's appointment, now verbal, is expected to be confirmed by Paris headquarters of the United Nations Educational, Scientific and Cultural Organization.

Mr. Schneider, who plans to leave for France early in May, has been with the State's Office of Educational Exchange since last September as division chief dealing with cultural attaches. Prior to last year he spent three years as counselor of embassy in Paris in charge of cultural and informational matters.

His new duties will consist of exploitation of mass media, including radio, newspapers, periodicals and films. Radiowise he will continue UNESCO's policy of interesting stations and networks in allowing use of sustaining time for programs implementing the organizations purposes. Included in that work is preparation of broadcast scripts inaugurated by UNESCO in recent months.

Mr. Schneider's base salary would be close to $10,000 per annum, a rate listed for the Grade 18 bracket, it was learned.

WORL CASE

SCOTUS To Review

THE U. S. Supreme Court last Monday ruled that it would review a lower court's decision which had reversed FCC's denial of license renewal to WORL Boston. Summary argument was set for May 9.

FCC filed its request for *writ of certiorari* with SCOTUS in February asking review of a ruling by the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Feb. 28]. The Court of Appeals reversed the Commission's WORL ruling last November with the opinion that FCC had acted arbitrarily, capriciously and without the support of "substantial" evidence in denying WORL.

The denial of license renewal to WORL by FCC was based on grounds of ownership concealment. The Commission told SCOTUS that the Court of Appeals, in reversing the FCC ruling, improperly withheld from the Commission an authority delegated by Congress. FCC also pointed out that the lower court had failed to heed an earlier applicable ruling by SCOTUS in the WOKO Albany case.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. WORL, assigned 1 kw daytime on 950 kc, has been given temporary extension of license to June 1.

TEENAGERS

$8 Billion Yearly Buying Power

TEENAGERS between 13 and 19 years old have a potential buying power of $8 billion annually and 64% of them have their own radios.

These findings are some of the results of a study conducted for NBC by the Gilbert Youth Research Organization. In the investigation, 1200 teenagers were interviewed in 1948 in four cities, Chicago, Philadelphia, Pittsburgh and New York.

Average weekly buying power by boys was put at $14.65, compared with $10.77 for girls. Urban teenagers, accounting for about $6 billion annually, have weekly buying power of $12.71. City teenagers buying has a spread of from $4.03 weekly in the 13-15 age group to $25.56 at 18-19, the sharp increase reflecting the number of fulltime employes in the later groups.

Enthusiasm for radio was evidenced by high sponsor identification among youth, the study said. All programs studied had higher identification among girls than among boys, except for comedy programs. More girls than boys know the sponsors of popular music, dramatic, mystery and audience participation programs.

Of the ten top programs among boys, the comedy type predominated. Among girls, popular music was first, with comedy a close second.

Average number of sets in the teenagers homes covered was 2.7. Two or more radios were in 82% of their homes, while 50% of the homes had three or more radios. Peak availability of teenagers for listening was given as 6:30-7:30 p.m. for all days of the week. More girls than boys are available in the home at all hours on all days.

Between 3 p.m. and midnight, an average of 27% of the youths are tuned in on weekdays, 30% on Saturdays and 36% on Sundays. Availability from 3 to 5 p.m. is lower on weekdays than on weekends.

Buying habits among the teenagers differ with sex for all tested products except coffeee and fruit juices. Boys use more milk, ice cream, choclate drinks and soft drinks than girls; girls use more tea and toothpaste. Urban teenagers alone, said the study, consume 7½ billion glasses of milk annually, 3 billion servings of ice cream and over 2½ billion glasses of soft drinks. More boys than girls have brand preferences for their soft drinks, while more girls have tea and fruit juice brand preferences.

Lipstick is used by 80% of 13 to 15-year-old girls and 97% of 17 to 19 years, it was further reported.

The study also noted that because of the intense loyalty of young people for their favorite programs, even a show with a relatively low rating may do a good sales job among the group.

Hugh M. Belville Jr., NBC director of research, said the findings will be used to aid NBC program officials in their study of radio's "impact on the young mind."

TERRY NAMED

To Attend World Radio Meet

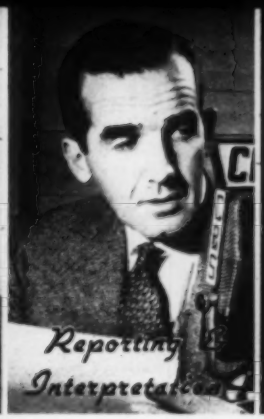
HUGH B. TERRY, vice president and general manager of KLZ Denver, has been named by the State Dept. to represent this country at a world-wide meeting of radio representatives starting May 3 at UNESCO House in Paris.

Mr. Terry

An NAB board member (District 14), Mr. Terry will be the only American broadcaster attending. He will leave New York April 30 and will be gone about two weeks. Mrs. Terry will accompany him.

Mr. Terry will be one of the experts comprising the Radio Program Subcommission which will submit recommendations to the full commission at its Oct. 24 meeting in Paris.

Groucho Marx, m.c., *You Bet Your Life.*



Edward R. Murrow, CBS commentator.

Arturo Toscanini, of the NBC Symphony.

"Howdy Doody" and Bob Smith, m.c.

Larry Leseuer, CBS commentator.

Fred Hegeland, writer-producer, *Forests Aflame.*

PEABODY

ABC, NBC Get Four Awards; Two Go to CBS

TEN George Foster Peabody awards and three citations were presented last Thursday in New York.

ABC and NBC won the most awards, each receiving four. CBS won two. For the first time in the history of the Peabody prizes, two television programs were honored —ABC's *Actors Studio* and NBC's *Howdy Doody.*

The presentations were made at a luncheon meeting of the New York Radio Executives Club, in accordance with the custom of the past three years. John E. Drewry, dean of the Henry W. Grady School of Journalism, U. of Georgia, which administers the awards, explained the history and purpose of the annual prizes and introduced Edward Weeks, editor of the *Atlantic* and chairman of the Peabody Advisory Board. Mr. Weeks introduced the winners and presented the awards.

ABC and NBC each broadcast 15-minute segments of the presentation ceremonies, held in the Roosevelt Hotel.

Citations also were presented to the Rocky Mountain Radio Council, Lowell Institute Cooperative Broadcasting Council for education through broadcasting, and to WNEW New York.

Niles Trammell, NBC president, received the awards for NBC's *University Theatre* and its classical music programs. In accepting the latter, Mr. Trammell said credit belonged to Brig. Gen. David Sarnoff, chairman of the board of RCA, who was responsible for bringing Arturo Toscanini to the U. S. as conductor of the NBC Symphony. Gen. Sarnoff was present at the ceremonies but did not speak.

John Elwood, general manager of KNBC San Francisco, NBC's owned and operated station, accepted the award to its program *Forests Aflame.* Bob Smith, creator of *Howdy Doody,* accepted that award.

Mark Woods, ABC president, spoke briefly. Awards to ABC were accepted by Robert Saudek, vice president in charge of public affairs, for *Communism—U. S. Brand;* by L. H. Thesmar, general manager of WDAR Savannah, ABC affiliate, for *You and Youth,* and by Donald Davis, producer of ABC-TV's *Actors Studio.* Groucho Marx, star of the ABC program which won the comedy award, was heard by transcription.

Edward R. Murrow, newly elected member of the board of CBS and commentator, accepted his award for outstanding news broad-

(Continued on page 85)

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TOP PHOTO:

ROBERT SAUDEK (r), ABC vice president in charge of public affairs and producer of *Communism — U. S. Brand,* consults with John Coburn Turner (l), manager of ABC's script and program promotion department, and Morton Wishengrad, author of the documentary.

* * *

SECOND PHOTO:

ADVISORY board of *NBC University Theatre* (l to r): Lionel Trilling, professor of English, Columbia U.; Dr. Robertson Strawn (standing), professor of language and literature, Kansas State Teachers College; Dr. Harvey Webster, associate professor of English, U. of Louisville; Amy Loveman, editorial board, Book-of-the-Month Club; Norman Cousins, editor, *Saturday Review of Literature.* Clifton Fadiman, board member, is not shown.

* * *

MIDDLE PHOTO:

MILTON BELLAH (standing, right), program director of WDAR Savannah, Ga., directs one of the *You and Youth* programs.

* * *

FOURTH PHOTO:

CHARLES C. BARRY, ABC vice president in charge of television, points out a scene to Alex Segal, director of *Actors Studio.*

* * *

BOTTOM PHOTO:

TED COTT (center), vice president, WNEW New York, discusses "Little Songs About UN" with Peter Aylen (l), UN radio chief, and Andrew Courdier, assistant secretary-general of the UN.

SESAC CHARGED

Forced Into Contract—KOTA

CHARGE that it was pressured into signing a SESAC contract and that the rate charged is not the same as that paid by other stations in the same class is made by KOTA Rapid City, S. D.

Replying to a SESAC suit for contract performance, KOTA claims the contract void because SESAC isn't required to own copyrights and because SESAC has failed to live up to an oral promise to provide a catalog.

KOTA alleges in an answer and counterclaim as well as motion for dismissal that SESAC is not qualified to enter into contracts in South Dakota because it has not filed proper papers with the state. The KOTA answer was filed in the case of SESAC Inc. vs. Black Hills Broadcasting Co. (KOTA), Rapid City, S. D., Seventh Judicial Circuit of South Dakota. The state has no anti-ASCAP law.

In filing the paper, Bottum & Bottum, KOTA attorneys, claim SESAC promised the station the same rate other stations in the same category are charged by the copyright concern.

Undue influence was exercised by SESAC in exploiting its bargaining rights, according to the KOTA reply. This included threats of suits, it is charged. The contract is described as void because it is indefinite, uncertain, not based on valid consideration and lacks mutual obligation.

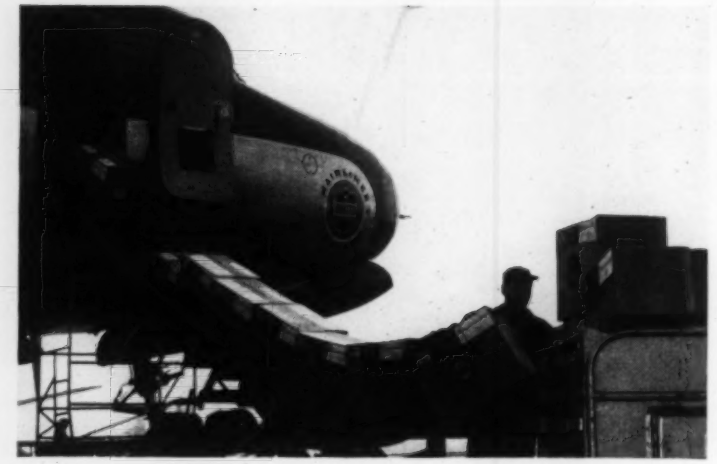
KOTA charges that "under terms of the alleged contract the plaintiff was not bound to hold or control or to continue to hold or control any performance rights in any musical compositions, musical dramatic works or dramatic works; further, that under the terms of the alleged contract it was impossible for the defendant to ascertain what performance rights were or might be included in the grant of performance rights allegedly made by said contract."

SESAC asks KOTA to pay $470 allegedly due for nonpayment since last February.

Heads Marshall Mission

BARRY BINGHAM, president of the Courier-Journal and Louisville Times Co., operating WHAS, Louisville, Ky. was named Thursday to be chief of the Marshall Plan Mission to France. He succeeds David K. E. Bruce, nominated by President Truman as Ambassador to France. Mr. Bingham will take over his new duties in Paris when Mr. Bruce's nomination is confirmed by the Senate. He will supervise the handling of American recovery aid in France.

Mr. Bingham



PREPARATION for daylight saving time was undertaken at Mutual's New York headquarters as one ton of play-back and magnetic tape is unloaded after its flight from Chicago. The special equipment, to be used for the first time by MBS during the 22 weeks of DST, which began April 24, includes 60 packages shipped by Magnecording Corp., Chicago, via special United Air Lines plane. Mutual is using more than 1,000 miles of additional network lines this year to broadcast live to affiliates operating on DST and recorded at WOR New York for rebroadcast one hour later to stations operating on standard time.

IMS SIGNS NINE

Pellegrin Predicts Others Will Join

NINE member stations of AIMS have formally signed with Independent Metropolitan Sales, new company founded a fortnight ago to represent major market independent stations exclusively, BROADCASTING learned Thursday. A tenth station has been committed, it was reported.

Headed by Jack Koste, formerly general manager of Forjoe and Co., New York, IMS has rented offices at 55 W. 42d St., that city. Chicago headquarters will be opened May 1.

Frank Pellegrin, president of KSTL St. Louis, disclosed that his station was the first to become associated with IMS, but he declined to name the other eight affiliates.

Though there is no direct connection between the two, it was understood that IMS will represent AIMS members exclusively, at least at the outset.

IMS, privately owned and operated by Mr. Koste, evolved from a desire of some AIMS members to have a mutual independent representative. Many other members are well satisfied with their present representative arrangements. Thus, spokesmen said, there is no obligation upon present or future AIMS members to switch to IMS.

The IMS plan contemplates representation of a limited list of major-market independents. Admission of new stations is to be subject to approval of a broadcaster committee advising Mr. Koste and his staff.

Formation of IMS was announced at an AIMS meeting held in conjunction with the recent NAB Convention in Chicago. Enrollment of seven new stations in the association was reported at that time. AIMS boasts that it is more a self-help "committee" than a formal organization with constitution, officers and dues. It is composed of independent stations in cities of more than 100,000 population—one station to a city.

AIMS membership is by invitation only, extended by a committee of leading independents. For the present, no invitations have been extended to stations in the largest markets, such as New York, Chicago, Los Angeles, Detroit, and Philadelphia.

The membership now numbers 32 stations whose executives exchange monthly suggestions on programs, business, and operating practices. Its leaders attribute its growth to its freedom from legislative squabbles, absence of solicitations to contribute to or join various organizations, and its concentration solely on station management ideas, mistakes, successes, and business-building projects. Members exchange monthly letters which are confidential to managers and owners. Any member skipping three letters is automatically dropped.

STARK JOINS ABC

Quits Blaine-Thompson

CHARLES STARK, with WMCA New York for nearly a decade as sales manager and general manager, has joined ABC as an account executive. Since leaving WMCA last year, Mr. Stark has been radio and television director of Blaine-Thompson Co., New York.

Entering radio as a CBS salesman in 1929, Mr. Stark was sales manager of WNEW New York from 1933 to 1935 and national sales manager of WHN (now WMGM) New York from 1935 to 1939. He then joined WMCA as sales manager and in 1943 became general manager as well, serving in the dual capacity until last year.

HEINZ SPOTS

Conducting Test Campaign

SPORADIC test campaign in spot radio is currently being conducted by H. J. Heinz Co., Pittsburgh, through Maxon Inc., Detroit. Various products are being promoted in different markets, with Syracuse, Utica, Cleveland, Milwaukee and Grand Rapids now being covered for six week periods. Spots, on from three to five stations in a city, are one-minute transcriptions, and are scheduled from five to ten times weekly on each station.

If results of the campaign are successful, the agency plans to go into spot radio "more seriously," and with more "continuity," it was learned. So far, the agency and client are happy with the results, it was reported.

JOHN CARSON

Hill Opposition Forming

STAUNCH opposition to nomination of John Carson to the Federal Trade Commission took shape on Capitol Hill last week as Senate Interstate & Foreign Commerce Committee announced it would hold hearings shortly on President Truman's selection.

While Committe Chairman Edwin C. Johnson (D-Col.) issued a statement that his committee would conduct a "searching and thorough" investigation, congressmen, particularly Republicans, expressed concern over Mr. Carson's business views and philosophies, and submission of his name as an "independent" to fill a Republican vacancy caused by Robert Freer's resignation. In support of their opposition they quoted from testimony offered by the FTC candidate before Senate committees dealing with banking and currency, and housing.

Fulton Lewis, jr., MBS commentator, also leveled his guns at the research director of the U. S. Cooperative League, devoting a half dozen or more broadcasts to the controversy. Questioning Mr. Carson's economic beliefs, Mr. Lewis asserted that "Mr. Carson not only is not a Republican—he is even farther to the left . . . than the left wing Democrats on the Federal Trade Commission."

Stantons to Europe

FRANK STANTON, CBS president, and Mrs. Stanton sailed Wednesday from New York aboard the Queen Mary for an extended vacation in Europe. Mr. and Mrs. Stanton will visit England, France, Italy and Germany and will be abroad more than a month. It is the first long vacation Mr. Stanton has taken since he became CBS president.

540 KC

Studied at NARBA Preparatory Meet

U. S. ATTITUDE toward 540 kc in next September's conference to negotiate a new North American Regional Broadcasting Agreement must depend upon the then-existing prospects for its use to any considerable extent in this country.

This was the conclusion indicated last Thursday, at the second government-industry NARBA preparatory conference, by a subcommittee assigned to explore the subject and come up with recommendations [BROADCASTING, Dec. 13, 1948].

The conference, held under the chairmanship of FCC Comr. Rosel H. Hyde, considered more than two dozen reports by subcommittees which had been named to study technical and procedural problems and make recommendations for changes in the U. S. NARBA proposals.

Non-renewal of the so-called "Gentlemen's Agreement" with Mexico was recommended by another subcommittee. This would be a victory for the Daytime Petitioners Assn., which has been campaigning for authority to operate fulltime on six American 1-A channels which, under the agreement, are now being used only on a daytime basis.

The 540 kc subcommittee, headed by Harrison T. Slaughter, Washington radio attorney, held that Mexico's current use of the new broadcast frequency is illegal and should be accorded no recognition at the NARBA conference unless an international arbiter rules in favor of Mexico in the meantime.

The U. S., it was disclosed, has requested that the dispute with Mexico be submitted for arbitration in accordance with The Madrid Convention. It would be the first instance of arbitration since NARBA, which recently expired, went into effect in 1941.

Canada's Rights

The subcommittee felt that Canada, which has been using 540 kc since about 1932 under a special agreement with the U. S., must be accorded some rights on the channel, though not necessarily 1-A rights.

It cannot be known yet, the subcommittee said, whether the restriction currently proposed for 540 kc in the U. S. will permit "any substantial use" of the frequency in this country. The proposed limitations would prohibit the use of 540 kc within 25 miles of more than 200 specified military installations and otherwise would keep power to a 1-kw maximum [BROADCASTING, Feb. 28].

In any event, it was felt the military installations to be protected under the domestic proposal should be accorded comparable protection against interference from outside the country, and that a provision to this effect should be written into the new NARBA.

The 540 kc channel was added to the broadcast band by the Atlantic City Conference in 1947, subject to agreement among the interested nations as to its use. Though conferences on the subject are not slated until the NARBA conference in September, Mexico has assigned a 150-kw station to that channel at San Luis Potosi, 350 miles below the U. S. border. The station is now operating with a reported 50 kw.

Committee Recommends

Non-renewal of the "Gentlemen's Agreement" was recommended by a subcommtitee under the acting chairmanship of R. Russell Egan, Washington attorney. This group endorsed a U. S. proposal which would bar nighttime stations on other nations' 1-A channels only if the stations were located within 650 miles of the nearest border of the nation having 1-A rights.

Nations which participated in NARBA are slated to circulate their proposals for a new agreement by May 2. It was for the purpose of helping FCC and the State Dept. to formulate these proposals that the industry-government conferences and studies have been held.

No recommendations could be offered on several questions, however, since FCC has not yet decided the clear-channel case. FCC spokesmen have indicated this decision may be available by May 1, though others feel more time will be necessary.

Several of the subcommittees were unable to complete their studies in time for the meeting but promised to have reports available before the September conference.

Among these are studies of the advisability of reducing channel width from 10 to 9 kc (which would add about 10 or 12 channels to the band but which most authorities appear to consider impractical), and questions relating to horizontal power increases, the use of local stations on regional channels, vertical antenna performance, and directional antenna stability.

Reports which were offered included:

● Recommendation that the new NARBA be written so its principles will continue in effect until a majority of the participating nations request a new treaty. Technical provisions, however, would be put into an appendix and be reviewable whenever necessary or desirable.

● Recommendation that synchronized operations be legalized and encouraged, enabling groups of co-channel stations carrying the same programs to operate with minimum interference and greater frequency economy.

● Recommendation that each nation signify its intent to make a specific assignment by notifying the other nations at the time the technical feasibility of such an assignment is determined. Heretofore the U. S. has delayed notification until grants were actually made; this, because of the lag between application and grant, has often worked to this country's disadvantage. Further, Mexico and some other countries do not wait until the grant to assert their right to an assignment.

● Recommended that clear-channel usage by the various nations be inventoried every five years, and that nations not making full use of the channel assigned to them shall be considered as having relinquished their rights. Such channels would become available for use by other countries, pursuant to agreement among the signatory nations.

Disagreements Policy

● Recommended that disagreements between NARBA nations be settled, as a last resort, by arbitration or by submission to the International Court of Justice. In the case of arbitration, technical matters would be decided by the North American Regional Broadcasting Engineering Committee, whose findings would be referred to the arbitrators for use in reaching their decision.

Chairman Hyde thanked the various committees for their "conscientious and excellent work" and asked them to remain available for additional assignments if any arise. No further meetings of the full committee are expected until the reports not yet completed have been submitted, probably in August.

BMB CAMPAIGN

New Subscribers Sought

SALES campaign to bring hundreds of new subscribers into the BMB fold is in the planning stage at NAB headquarters in Washington. NAB last week assumed responsibility for the financing and execution of the second study as a result of NAB board approval of a $75,000 loan to the research group [BROADCASTING, April 18].

NAB also will spark the drive to obtain waivers from all 540 AM station subscribers. These waivers delete from present BMB contracts a 90-day cancellation clause. The waiver plan was authorized by the NAB board.

Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, last week wrote subscribers asking them to sign the waiver. About 100 stations had signed waivers at Chicago. Dr. Baker explained that the waiver pledges the station to continue its BMB payments through June 1950. By securing them from all subscribers, BMB will avoid cancellations which might otherwise occur this fall after completion of the second nationwide study.

The waiver campaign received a shot in the arm last week with announcement that WLW Cincinnati has subscribed to BMB and has waived its cancellation privilege. In signing the BMB contract, Robert E. Dunville, WLW vice president and assistant manager, lauded addition to the second BMB study of several new features, including total weekly and daily audience figures, according to Cortlandt Langley, assistant to the president of BMB.

Returns Telegrams

In sending his waiver request letter to subscribers, Dr. Baker returned the telegrams they had sent BMB a month ago. These telegrams were acceptances of a plan to underwrite payment of federal taxes should BMB's claim for tax exemption as a non-profit organization be denied.

Guarantee of regular payments until the termination of station contracts on June 30, 1950, will enable BMB to set up a reserve against this unexpected contingency, Dr. Baker explained, making the pledges no longer necessary. He said he was returning the tele-

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NEW MEMBERS of NAB board caught by BROADCASTING's cameraman during post-convention meeting of directors at Chicago (l to r): Merrill Lindsay, WSOY Decatur, Ill.; Frank U. Fletcher, WARL-FM Arlington, Va.; Kenyon Brown, KWFT Wichita Falls, Tex.; Allen M. Woodall, WDAK Columbus, Ga.; Glenn Shaw, KLX Oakland; James D. Shouse, WLW Cincinnati.

CBS INCOME

First Quarter '49 Shows 45% Drop

A DECREASE of 45% in net income for the first quarter of 1949 —attributed to expanded costs of television and substantial reductions in earnings of its record-manufacturing subsidiary—was reported last week by CBS.

At the company's annual stockholders meeting in New York last Wednesday, William S. Paley, chairman of the CBS board, presented a financial statement for the first quarter.

The statement showed CBS net income for the three months ending April 2, 1949, as $855,764, compared with $1,553,686 in a similar period in 1948.

Gross income for the 1949 quarter was above that of 1948, but operating expenses and cost of goods sold and selling, general and administrative expenses rose sharply. In the first three months of 1949 gross income was $27,018,288; in the similar period last year it was $26,252,456.

Expenses Rise

But expenses in 1949 amounted to $17,188,983 whereas they were $16,250,994 in the first quarter of 1948. And time discounts and agency commissions, record returns, allowances and other discounts ran to $8,216,195 in the first three months of 1949, compared with $7,575,693 in the same quarter of 1948.

Earnings per share for the 1949 quarter were 50 cents; they were 90 cents for the same quarter last year.

In response to questions from stockholders, Mr. Paley said that television costs were still increasing, but that the company was hoping that 1949 would be the year in which television operations reached the point of maximum loss.

"We are hoping that next year the loss curve will turn down," Mr. Paley said.

The decreased earnings of Columbia Records Inc., wholly owned subsidiary, were occasioned by a general slackening in the home record business and by the diversion of funds into the development and promotion of Columbia's long-playing records, Mr. Paley said.

The earnings of the record manufacturing subsidiary were not disclosed, although Mr. Paley said that in 1948—a good profit year for CBS—Columbia Records contributed about 18 or 20% of the company's revenue.

The general outlook for 1949, according to Mr. Paley, is that CBS radio will attract bigger revenue than in 1948, Columbia Records will not do as well, and CBS television will lose much more.

Answers Benny Reports

Answering another inquiry, Mr. Paley characterized press reports that CBS had made heavy rebate to American Tobacco Co. because of depreciated ratings on the Jack Benny show as "inaccurate."

He admitted, however, that "we gave certain assurances to Jack Benny's sponsor covering a very short period." It has been reported that the network wrote an "insurance" policy with American Tobacco guaranteeing to indemnify the sponsor for rating points lost by Mr. Benny in his change from NBC to CBS.

Mr. Paley would not amplify his explanation on the grounds that to do so would be to disclose valuable information "to our competitors."

MURROW

Succeeds White on Board

EDWARD R. MURROW, CBS commentator and one time vice president, was elected to the CBS board of directors last Wednesday, succeeding Frank K. White.

Mr. White resigned as a CBS board member and president of Columbia Records Inc. a fortnight ago to become president of Mutual [BROADCASTING, April 11].

Mr. Murrow is not now an officer of the corpoation. He resigned as vice president in charge of public affairs some time ago to resume active broadcasting. His election last week to the board, occurring at the annual CBS stockholders meeting in New York, was not regarded as presaging his return to an officership in the company. As a news commentator sponsored by Campbell Soup Co. he enjoys a substantial salary.

Mr. Murrow

Under present by-laws, the CBS board consists of seven Class A directors and seven Class B. The resignation of Herbert Bayard Swope, who several weeks ago became a consultant to RCA, left one vacancy among the Class A directors. There has been a vacancy in the Class B directors for some time.

William S. Paley, chairman of the CBS board, suggested that these vacancies be left unfilled and that an amendment to the by-laws reducing the total directorate from 14 to 12 be explored. The stockholders approved the action.

Board members re-elected are: Class A: Prescott S. Bush, partner of Brown Bros. Harriman & Co., private bankers; J. A. W. Iglehart, member of W. E. Hutton & Co., investment bankers; Samuel Paley, retired; Joseph H. Ream, CBS executive vice president; Dorsey Richardson, vice president of the Lehman Corp., investment company, and Edward Wallerstein, chairman of the board and president of Columbia Records Inc.; Class B: Ralph F. Colin, attorney; Isaac D. Levy, attorney; Leon Levy, president WCAU Philadelphia; Mr. Paley, and Frank Stanton, CBS president.

Ad Club Award

WVET Rochester, N. Y.'s brochure of its trade paper advertising, most of which was originally placed in BROADCASTING, was awarded a Certificate of Honorable Mention for Outstanding Advertising in 1948 by Rochester Ad Club. Club presented award in conjunction with its contest for best promotional advertising campaign during 1948. WVET was only station entered which received an award.

PUERTO RICO TRIP

Coy Due to Return Today

FCC Chairman Wayne Coy and three Commission employes were in Puerto Rico last week at the request of the Navy Dept. Their mission was to resolve a controversy over location of a new communication center which would require four existing AM stations to move [CLOSED CIRCUIT, April 18]. The group was to return to Washington today (April 25).

Chairman Coy was accompanied by Harry Plotkin, assistant general counsel in charge of broadcast division; James E. Barr, chief of the engineering bureau's AM division, and Donald C. Kanode, AM division engineer.

The AM stations whose transmitter sites are involved have been kept confidential at Navy request until new property is acquired for them by the government.

RICHARDS' PLAN

Trusteeship Outlined

A LIKELIHOOD that FCC approval would be forthcoming was seen last week as counsel for G. A. Richards filed applications for consent to the transfer of control of his three stations to three trustees.

Mr. Richards, whose news policies have been under investigation by the Commission, would resign as officer and director of the stations immediately upon FCC approval. The stations are KMPC Los Angeles, WGAR Cleveland and WJR Detroit.

The trustees are Dr. John A. Hannah, president of Michigan State College, East Lansing; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, Detroit, and Harry J. Klingler, vice president of General Motors and general manager of the GM Pontiac Motor Division.

The hearing which FCC had called to investigate charges that Mr. Richards ordered KMPC staff members to slant news against the Roosevelt family and certain minority groups was cancelled in March when Mr. Richards' counsel proposed the trusteeship plan [BROADCASTING, March 21].

The applications and details of the trust arrangement were filed with the Commission last Monday —the deadline set by FCC when it cancelled the March hearing.

The Commission said then that it would decide, after the trust plan was filed, whether the transfer should be consolidated for hearing with the news-policy question, and that it would also set a new hearing date.

There were indications last week, however, that the hearing may be continued indefinitely, although the case has not come up for consideration since the applications were filed. A basic factor against an immediate hearing is Mr. Richards' health. His physicians have told FCC that a hearing of the scope it had contemplated might well cost him his life. Mr. Richards has suffered from a heart condition for a number of years.

It seemed probable that Commission action, if it is to come in the near future, will come before mid-May. FCC Chairman Wayne Coy and Vice Chairman Paul A. Walker, together with a contingent of staff executives including General Counsel Benedict P. Cottone, are slated to leave for the International Telephone and Telegraph Confrence in Paris on May 12 and may be away until August.

Mr. Cottone had been slated to serve as Commission counsel at the hearing which was cancelled. He was on the West Coast, preparing for the case, when the cancellation order came through.

When the trustee plan was first broached, FCC was told that Mr. Richards had long planned to retire from active participation in the radio companies upon his 60th birthday, which occurred March 19.

"I have been actively engaged in the radio broadcasting business for more than a quarter of a century," Mr. Richards declared last week. "In my long association with radio I have seen the industry develop as a major factor in national public opinion. In that development, our

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BASEBALL

More Coverage Announced

FOUR televisions and five audio broadcast schedules of baseball games were announced by stations last week.

WEWS (TV) Cleveland will telecast all 79 home games of the Cleveland Indians, James C. Hanrahan, WEWS general manager, and Bill Veeck, Indians president, announced jointly last Wednesday.

The Leisy Brewing Co., Cleveland, has bought half of the $150,000 package, the announcement said. Leisy agency is McCann-Erickson.

All weekday afternoon and holiday games of Washington Senators, both home and away, are carried by WASH-FM Washington. Sunday afternoon and night games are carried by WWDC WWDC-FM Washington. WPIK Alexandria, Va., carries weekday afternoon games under sponsorship of Chesterfield cigarettes.

Miller Brewing Co., Milwaukee, has contracted for its first telecasts —sponsorship of half of the Milwaukee Brewers home games on WTMJ-TV Milwaukee. Agency is Klau-Van Pieterson-Dunlap, Milwaukee.

Film recaps of Chicago Cubs home games, packaged by Olian Adv., Chicago, into a 15-minute show, *Today's Ballgame*, are being sponsored by Metropolitan (Chicago) Ford Dealers on WGN-TV Chicago. Films will be shown nightly after all 74 home games. Agency for Dealers is J. Walter Thompson Co., Chicago.

Beverwyck Breweries Inc., Albany, has contracted with WELM Elmira, N. Y., for half of the Elmira Pioneers' games in the Eastern League. Van Dyne Oil Co., Troy, sponsors the other half.

Ambrosia Brewing Co., Chicago, for Nectar Beer, will sponsor games of the National Girls' Professional Baseball League from Chicago's Shrewbridge Field on WENR-TV Chicago for 15 weeks through Malcolm-Howard agency, same city.

R. J. Reynolds Tobacco Co. (Camel cigarettes) started sponsoring baseball telecasts on WGN-TV Chicago on alternate days last Wednesday. Station previously had announced that the Peter Hand Brewing Co. (Meister Brau Beer) would sponsor every other game effective last Tuesday. Camels contract was handled through William Esty agency, New York.

Red Top Brewing Co., Cincinnati, has contracted with WAPX Birmingham, Ala. for all games of the Birmingham Rebels, according to I. S. Benjamin, vice president and sales manager of the sponsoring firm, and Hoke S. Willford, station sales manager. Dave Manners will do the play-by-plays. Red Top also is sponsoring games in Johnson City, Tenn., Lynchburg, Va. and Roanoke, Va. Joseph Adv. Agency, Cincinnati, handles account.

ROAD GAMES of the Memphis Chicks will be carried by WHHM Memphis under sponsorship of Nat Buring Packing Co. Completing arrangements are (l to r): Patt McDonald, WHHM general manager; Norton Rosengarten, president, Rosengarten & Steinke, Buring's agency; Nat Buring, head of packing firm, and George Mooney, sportscaster.

DAR

Democracy Through Radio Is Conclave Keynote

SELLING DEMOCRACY through the medium of radio was the predominant note of addresses presented before the Radio Committee of the 58th Continental Congress, National Society, Daughters of the American Revolution, last week in Washington.

At the conclusion of the 58th congress, the Radio Committee will be known as the Radio and Television Committee which makes the NSDAR among the first national women's organizations in the country to recognize the important addition of visual radio to broadcasting.

The principal speakers were Pat Griffith, director of women's activities, NAB, and executive secretary of the National Assn. of Women Broadcasters; Barbara Pryor, special assistant to the chief of the Division of International Broadcasting, Dept. of State, and Margaret Carter, chief of the Division of Public Liaison, State Dept.

Miss Griffith gave an overall picture of the history of radio and its far reaching effect on the people. She pointed out that more time is spent in listening to the radio than doing anything else with the exception of sleeping and working.

Miss Griffith also gave some timely advice on the preparation and presentation of radio programs and closed her address with the remark, "You can sell democracy just the same way that you sell soup."

Mrs. Carter gave a resume of the functions of the Public Liaison Office established in 1944.

Voice of America programs was the subject of Mrs. Pryer's address. The Voice, she said, is accepted but not clearly understood by many people. How effective is the Voice? This question cannot be accurately answered, Mrs. Pryor said, but that it is heard and is effective is determined from the some 15,000 letters a month, received from all parts of the world, including a few from some hardy souls behind the "Iron Curtain."

Dorothy Frances Wright, national chairman of the Radio Committee, was unable to attend the meeting and Mrs. Tom B. Throckmorton, vice chairman, presided.

The Radio Committee reported that under the national chairmanship of Miss Wright it had established a record for itself in 1947 with 2,751 broadcasts and in 1948 exceeded its own record with 4,451 broadcasts. Total air time was 566 hours, 28 minutes with 579 stations used. Programs were telecast in many states, according to Miss Wright.

BILL TO OUST TAX

On Radio Facilities Offered

REGULAR 20% tax on domestic radio, cable, telegraph and telephone facilities would be removed under provisions of a bill introduced in the Senate last Monday by Sen. William Langer (R-N. D.). The measure (S 1603) would reduce certain taxes and eliminate others by repealing a section of the Internal Revenue Code.

Another section, dealing with the 15% war tax rate, would be amended by deletion of certain items. Excluded would be taxes on domestic telegraph, cable or radio dispatches, as well as leased wires and long distance telephone. Measure was referred to the Senate Finance Committee.

AFM Lobby

THREE officers of James C. Petrillo's American Federation of Musicians — Richard McCann, J. Elmer Martin and Paul J. Schwarz —have registered as lobbyists with the office of the Senate Secretary. The union officials currently are in Washington, D. C., in connection with hearings on fair labor standards to repeal Taft-Hartley Act.

TRANSFERS

FCC Grants Six Changes

CONSENT was granted by FCC last week to assignment of license of KIOX Bay City, Tex., from partnership of John George Long, T. C. Dodd and Harry L. Reading Jr. to Mr. Long individually for $12,878.

Meanwhile, the Commission also has approved transfers of five other stations, not previously reported. These include WOOF Dothan, Ala.; WCRB Waltham, Mass.; KEEN San Jose, Calif.; WCFM (FM) Washington, and WENK Union City, Tenn.

Details of the transactions follow:

KIOX Bay City, Tex.—Granted assignment of license from partnership of John George Long, T. C. Dodd and Harry L. Reading to Mr. Long trading under same firm name, Bay City Broadcasting Co. Mr. Dodd sells his one-third interest for $9,753.47 and Mr. Reading sells his one-sixth interest for $7,125. Mr. Long says station has been operating at a loss and other partners are reluctant to continue meeting deficits. Mr. Long is principal owner of KVIC Victoria, Tex., and licensee of KSAM Huntsville, Tex. KIOX operates on 1270 kc, 1 kw, fulltime.

KEEN San Jose, Calif.—Granted assignment of license from United Broadcasting Co., co-partnership, to United Broadcasting Corp., new firm composed of same people. Each of following holds 20%: George M. Mardikian, president; George Snell, secretary-treasurer; B. Floyd Farr, vice president and general manager; Sam A. Melincoe and Alfred Aram. KEEN is assigned 1 kw fulltime on 1370 kc.

Details on WENK

WENK Union City, Tenn.—Granted acquisition of control of Union City Broadcasting Co. Inc., licensee, by Aaron B. Robinson, presently owner of 100 shares (50%). Mr. Robinson buys 15 shares for $7,000 from B. Cary Brummel, who also sells 15 shares for $7,000 to H. G. Gilland. Mr. Gilland presently holds 50 shares (25%). Mr. Robinson is also owner of WDXI Jackson, Tenn. WENK is assigned 250 w fulltime on 1240 kc.

WCFM (FM) Washington—Granted consent to corporate reorganization of Cooperative Broadcasting Assn., permittee, through relinquishment of affirmative control by common stockholders and acquisition of negative control by preferred stockholders. No consideration involved. Both common and preferred stock is held in small amounts by hundreds of individuals. WCFM also has reported that George A. Bernstein, assistant manager, has succeeded H. F. Kern as general manager. Mr. Kern was reported to be returning to Germany to resume his fight against Communism as Social Democrat leader. Mr. Bernstein has been managing editor of New Leader, weekly paper published in New York. Prior to that he was education director, United Hatters, Cap and Millinery Workers International Union (AFL). WCFM is a Class B outlet.

WOOF Dothan, Ala.—Granted assignment of license from R. A. Dowling Jr. and Owens Fitzgerald Alexander d/b as the Dowlander Broadcasting Co. to Mr. Dowling as an individual. He acquires the 50% interest of Mr. Alexander for $2,500 plus assumption of latter's obligations. Mr. Alexander is withdrawing to become program director of WSAV Savannah, Ga. WOOF is assigned 1 kw daytime on 560 kc.

WCRB Waltham, Mass.—Granted assignment of license from L. P. Liles, Richard C. O'Hare and Deuel Richardson d/b as Charles River Broadcasting Co. to new corporation of same name and composed of same three equal owners. However, application indicated Mr. Liles plans to retire from firm because of poor health and would sell one-half his 33⅓ interest for $7,500 or full holding for $15,000 to Theodore Jones, WCRB salesman. WCRB is assigned 500 w daytime on 1330 kc.

FCC to Woodshed

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to the industry it regulates." It has "a mountain of unfinished business right here in Washington which demands its undivided attention for months."

● FCC is guilty of "tantalizing" and "devious" practices, winking at its own rules and finding ways to expedite action for friends of the staff and to hold up applications of others. It is guilty of "regulation by the lifted eyebrow."

● The staff—the lawyers, mainly—"runs the Commission" and "is too adroit and cunning to permit a real investigation to take place."

● The staff "uses the industry, big and little, when the Commission faces an investigation," while industry undertakes to "prostitute" the Commission out of fear of it. "That is why the 'big boys' move heaven and earth to get a friendly appointee on the Commission; why they wine and dine the Commissioners, and pretend to consult them not only about their aches and pains but about their most informal views on the most casual matters."

● In many decisions, as in the Port Huron case, FCC is guilty of "judicial law-making" whereby it binds the whole industry by *dicta* written into an unappealable decision involving a single licensee. This is "an undemocratic and immoral procedure," a "corruption of the legislative process," and "bureaucratic tyranny."

● Decisions are written not by the Commission but by its staff. "Unfortunately, some Commissioners have been confused by involved legal arguments" advanced by the staff. "There is significance in the fact that the Commission's legal staff strongly resisted the efforts of the last two chairmen of the Senate Interstate & Foreign Commerce Committee to tighten up the procedural and appellate provisions."

● The Commission allows "trafficking" in licenses and construction permits, which ought not to be "sold over the bargain counter like beans in the corner grocery." The field for this "particularly nefarious practice" is broadened by the advent of TV.

Sen. Johnson told the Senate he felt "compelled to employ the harsh method of a public denouncement of the evils which have grown up" because "conditions in this agency . . . have grown from bad to worse." He said:

It would appear to me that an honest and sincere evaluation of all these charges and a frank willingness to meet them squarely would result in a housecleaning and a shuffling of staff personnel; a reorganization of procedures, so that the legal staff does not run the Commission, and a firm resolve to keep a quorum of the Commissioners around the table until the logjam has been broken and some semblance of order restored where chaos now prevails.

The Coloradan devoted some six pages of his 17-page address to reiteration of his attacks on clear channels and the clear-channel stations' bid for power above 50 kw. Another four pages were devoted to the television situation, also one of his favorite themes.

Sens. Warren G. Magnuson (D-Wash.), a member of the commerce committee, and Joseph C. O'Mahoney (D-Wyo.), who testified in FCC's clear-channel hearings, came to Sen. Johnson's support in his discussion of the clear-channel case.

Sen. O'Mahoney said not only the clear channels but "all forms of radio and television" are controlled by a few. He claimed "four or five large advertising firms actually control from 60 to 90% of all the programs upon radio." Sen. Johnson thought the figures "are just a little low."

A rollcall following the address indicated 63 Senators present.

The commerce committee chairman told the Senate that "the regime of former Commission Chairman Charles Denny," now NBC executive vice president, devised a television allocation plan which "could not stand up." The allocation was subsequently expanded, but "this is still a long way from giving competitive television service to the people of the U. S.," he said. Now an *ad hoc* committee is studying questions which have arisen.

But, he said, this "committee of experts finds itself in a quandary. Their new engineering data appears to be at sharp variance with the data that was used several years before to support the original television allocation. . . ." He added:

Perhaps the committee of experts hesitates to write a report which will make clear that the present television allocation scheme just will not work; that too many stations have been allocated on the same channels in cities too close to each other.

Such a finding would buttress with engineering documentation the frequently repeated charge that the original television allocation was and is a monopoly device. Also such a finding would make obvious the need for a quick shift into color and the UHF so that a non-monopolistic and truly nation-wide television service might become available.

Assuming that the expert committee is permitted to make an objective and factual report, the present Commission must either openly disavow the television allocation of a few years ago and start all over again, or else fumble around in an attempt to remedy the basic error that was committed.

Unfortunately, the Commission, under its new chairman, continues the search for a way to patch up the abortive allocation. Their planning does not contemplate a new and fresh start. Apparently the pressure is too great and the Commission too timid to take such a constructive step. . . .

That the Commission recognized fully that the UHF would be necessary eventually is obvious from the fact that it set aside those frequencies for television. Some day an alert and progressive Commission is going to open the UHF to commercial television operation. Some day an alert and progressive Commission is going to allow color television to be operated. Since such steps will prevent monopoly and tight control, powerful industry interests, anxious to tune the "time" to its own profits, connive for delay. Perhaps it is natural they should do so. But why should the Commission be blind?

In FCC's television hearing a year ago, Sen. Johnson said, "those who had urged previously that color television be permitted in the present channels were strangely silent. . . . Memoranda from some of the Commission's own technical people showing that color could be used and that additional frequencies could be employed were not touched upon, and the serious problem of patent controls was hushed up. Everyone in the industry was actively pushing black-and-white; no one wanted to be left behind in the race for the lucrative profits that were anticipated from advertising."

Sheppard's Bill

Sen. Johnson said he could see why Rep. Harry R. Sheppard (D-Calif.) introduced his bill to bar communications manufacturers from owning stations (HR 2410). But he saw "no objection" to networks getting into television.

"On the contrary," he said, "we should be glad that they took the initiative and risked their capital, and I commend them for it. But I do not want the Commission to be their pawns. I do not want the Commission to wait until the last boat in this fascinating field has put to sea with none of the little fellows aboard."

He reiterated his view—rejected by FCC Chairman Coy in his NAB speech in Chicago [BROADCASTING, April 18]—that "if there is to be a preferred class for television licenses, certainly those who pioneered in the radio industry, those who have rendered a magnificent public service in the broadcast field, are entitled to consideration." He continued:

The grandfather tradition must not be forgotten. The Commission has recognized that its first allocation plan is wrong; it has proposed a second plan which is also wrong; while there is still time to rectify the mistake it might give consideration to a plan which will allow the average broadcaster in the average-sized city to get into television and promote the same very satisfactory and effective competition we enjoy in radio today. Color television will help the little fellow. . . . Opening up the UHF to commercial operation with color would compel the radio industry . . . to get in and develop the UHF instead of hanging back to exploit first the lower frequencies.

Sen. Johnson saw "other disturbing facets to this monopoly picture":

Broadcasters who have been convicted of anti-trust violations are granted increases in power; interests who have accepted consent decrees stand defiantly at the counter demanding the right to get into television; networks "move in" to exert even greater

New studio building is located at 312 E. Kings Highway, Shreveport.

* * *

KTBS SHREVEPORT

Ups Power on New Frequency

BUILDING of KTBS Shreveport's new plant has been completed, and the station is now operating with increased power, 10 kw day and 5 kw night, on its new frequency, 710 kc. KTBS formerly was on 1480 kc with 1 kw fulltime.

Work on the station's new $300,000 studio building, which also houses the management offices, was completed last fall [BROADCASTING, Sept. 20, 1948]. Broadcast operations under the old frequency and power continued from the studio building until completion of new transmitting facilities.

The studio building, designed by a Shreveport architect, Lester C. Haas, is said to represent one of the most modern radio centers in the nation. Interior acoustical design of the studios was handled by Dr. C. P. Boner, U. of Texas, originator of polycylindrical diffusers, a treatment carried out in all KTBS studios.

Station's entire expansion and reorganization program was under the supervision of C. K. Beaver, formerly of WOAI San Antonio, who took over management of KTBS in August 1946.

Interior view of one of new KTBS studios.

* * *

control of their affiliates by becoming brokers for national advertising.

The Communications Act itself makes quite clear that convicted monopolists should not hold licenses. But strangely enough, the Commission has never promulgated a rule which would settle directly once and for all its own interpretation of the Act on the rights of those who have run afoul of the anti-trust laws. It gives lip service to its network rules.

In his denunciation of the Commission and particularly its staff, Sen. Johnson maintained that "citizens doing business with the Commission should know their rights and duties." But they don't, he charged:

Ask any member of the communications bar here in Washington if he can advise a client how the Commission may rule under certain conditions. But ask them privately; don't ask them in an open hearing where their testimony will become known.

If they criticize the Commission publicly, cases in which they are interested will suddenly begin to run into mysterious and exasperating delays; difficult engineering points requiring clarification will crop up where the technical matters had appeared to be settled; additional information dealing with stock ownership or financial standing suddenly will become necessary; some other station miles away will belatedly file an objection to a grant or change in license; or simplest and yet most devious of all, the case will just not be reached because of the heavy workload piled up on the Commission.

These tantalizing procedures are common practices. It is known as "regulation by the lifted eyebrow." If some bright young man on the staff likes the color of your necktie, or the social or political philosophy you express, you have a fair chance for relatively prompt action. Better yet, if you are a former employe with friends on the staff, you might not only get your own cases out quickly, but actually succeed in delaying the cases of your opponents.

This explains, in part, why a particular application may get through in two weeks while another application might wait four years. These time periods are not exaggerated; the record bears them out.

No action and no decision on a case, he contended, are "far worse and far more deadly than an adverse decision" because of the expense in time and money occasioned by delays.

He claimed that the idea that radio is a "complicated, involved technical matter" has been fostered both inside and outside the Commission "to shut out prying minds."

"Every member of Congress can understand it once it is stripped of its technical jargon and deliberately distorted complexities," he insisted. "Simply put, a series of basic policy decisions and alert, industrious and honest administration are all that is required. Most emphatically I say that we had better seek to understand it lest by complacency we allow an anti-democratic system to grow into a Frankenstein."

Sen. Johnson held the Commission rather than the staff responsible "in the final analysis," he declared:

Every succeeding chairman and many of the members have been appointed with the avowed objective of cleaning out the Augean stables. The top staff personnel, who for years have been writing the decisions and guiding the policy, cannot easily be set aside, so imperative in effecting a shakeup.

About the time he understands the job the chairman resigns, selects the crown prince to succeed him, moves on to greener fields and the Commission is back where it started and doing business in the same slipshod, extra-legal, awkward, ponderous way, under the guiding hand of the career men on the staff.

Nor did he think the staff "as a whole" should be severely criticized. Most of them, he said, "are civil servants, working their way up and largely content to do their day-by-day tasks to the best of their ability."

He thought it "human and entirely commendable" that they are "on the lookout to better themselves," and he realized that the best outside opportunities for legal and engineering experts are "either with large corporations or with well established legal firms."

But, he said, the Commission "should realize the temptations inherent in such a situation and govern itself accordingly."

On the subject of absenteeism—"weeks may go by without a quorum"—Sen. Johnson cited the round of international conferences which have demanded the attention of Commissioners, and which still do. "There is just one international conference after another," he observed.

He thought FCC's field engineering and monitoring work "could be cut down considerably without any serious consequences" and that "changes in organization to make better use, with more direct control, of the staff now employed, rather than have more people falling over each other, will cure some of the trouble."

Sen. Johnson said he favored salary increases "as a matter of fairness and justice," particularly in FCC "where expertness and good judgment are so necessary."

But he said he was "not foolish enough to believe that higher salaries will mean different employes. When salaries go up, as I hope most earnestly they will, we shall see the same old faces, the same reactionary attitude toward progress and the same outside controls operating."

He charged that the *Chicago Tribune* (WGN Chicago) is "the spearhead of the lobby seeking super-power." But he said "there are not enough hours in the 19-hour broadcast day" to give local as well as network service to all the communities reached.

LOOKING OVER a Lever Bros. sales promotion piece following Pittsburgh Advertising Club luncheon April 5 are (l to r) Carl M. Dozer, WCAE Pittsburgh sales manager, program chairman; Frederic A. Schneller, Lever merchandising director, and Norman L. Klages, president of the ad club and advertising director, Reliance Life Insurance Co. Ad club is celebrating its 40th anniversary.

High power, he contended, "means monopoly" while duplication of clear channels "improves service." KOA Denver, in his home state, was not harmed "in the slightest degree" when FCC broke down its channel, he declared.

"The economic effect of this super-power broadcasting would be appalling," he said. "A small group of owners would control radio in this country. That is bad enough, but consider the frightening political and social consequences of such a development. . . .

. . . These reasons are compelling enough to warrant the closest congressional scrutiny of this monstrous and wicked proposal. . . .

"I repeat once more that the clear channels themselves do not belong to these stations. These channels belong to the people, but nevertheless the FCC, which was created to protect the people, preserves them for a private monopoly and refuses to break them down."

He noted that one reason advanced for an early clear-channel decision by FCC is the need for preparation for next September's North American Regional Broadcasting Conference.

"I want to make it plain," he said, "that I think we should have had a decision in this case years ago, but not in the interest of monopoly and special privilege, and not to get the jump on our neighbors in this hemisphere."

He also pointed out that he introduced a clear-channel breakdown bill in the last session and that the commerce committee asked FCC to withhold action on the case until his bill had been given a hearing. He has introduced a similar bill this session (S491).

"Consistently and continuously the Senate has made it clear to the Commission that it doubts their authority to grant super-power to clear channels under the Communications Act, which requires competition in radio, and especially that licenses be granted in the public interest, convenience and necessity," he said.

He saw "no reason" why U. S. NARBA proposals should contemplate use of power above 50 kw.

"None of the other participants in the conference should be interested in what amount of power we use in this country so long as we do not cause interference to their stations," he said. "Similarly we should have no concern as to the amount of power they use, so long as they do not cause interference to our stations. On this basis, and on this basis only, the U. S. should premise its NARBA proposals."

Sen. Johnson reiterated his plan to take his fight direct to the NARBA conference itself if FCC authorizes power above 50 kw and if the State Dept. incorporates high-power proposals in its NARBA plans.

"I am certain that I will have plenty of help in the Congress when the 2,000 radio stations in the U. S. and the listening public discover by bitter experience what has been foisted on them by the FCC, if the FCC makes the rumored decision," he added.

JOHNSON BILL

Cease-and-Desist Provision Included

AUTHORITY for FCC to issue cease-and-desist orders against violators of its rules is provided in a bill introduced in the Senate last Monday by Sen. Edwin C. Johnson (D-Col.).

The measure (S 1626) also would raise FCC Commissioners' pay from $10,000 to $15,000 a year, with $2,500 extra for the Chairman, and would establish a radio parallel to the postal fraud law.

Another provision incorporates FCC Chairman Wayne Coy's suggestion that monitoring stations, laboratories and related facilities be added to the list of items for which FCC is specifically authorized to make expenditures [BROADCASTING, April 18].

The bill was referred to the Senate Interstate & Foreign Commerce Committee, headed by Sen. Johnson. Spokesmen said no hearings have been scheduled.

If enacted, the measure would assure FCC Commissioners of $3,000 more per year than is provided in the Appropriations Bill already approved by the House [BROADCASTING, April 18].

That bill (HR 4177), on which Senate committee hearings are due to get under way this week, would give FCC members $12,000 a year. But in so doing it would exclude them and other independent agency members from the $16,000 salaries they might otherwise get under two other pending pay raise measures (HR 1689 S 498). The Johnson bill, being an amendment of the Communications Act, presumably would not be affected by the Appropriation Bill's $12,000 ceiling.

A move to get cease-and-desist powers for FCC similar to FTC's has been under way in the industry for several years. The motivation is that the Commission now has only one penalty available—revocation—regardless of the seriousness of the offense involved.

The Johnson bill's provision on this score is identical to that contained in the White bill (S 1333) which the committee approved and sent to the Senate floor in the latter days of the last session of Congress.

But it would eliminate the present law's provision giving the Com-

(Continued on page 34)

Johnson Bill

(Continued from page 33)

mission discretionary power to modify licenses and construction permits (after giving the licensee or permittee an opportunity to oppose the modification). Failure to include this section in the new bill, it was felt, may provoke opposition from both FCC and at least some industry sources.

The original White bill would have carried this provision over into the proposed new law along with the cease-and-desist provisions. When hearings were held, NAB approved the cease-and-desist portions but suggested that the revocation section—which also is identical with Sen. Johnson's present proposal—be changed so that revocations would be handled as civil proceedings in U.S. District Courts [BROADCASTING, June 23, 1947].

In redrafting the bill after hearings, the committee cut out the modification provision but left the revocation and cease-and-desist portions intact.

Under the plan, FCC could issue show-cause orders against stations which fail to comply with the terms of their licenses or which violate any FCC rules or international treaties. The order would require the licensee to appear on a specific date to present evidence. If the hearing convinced FCC that a cease-and-desist order should be issued, the Commission would make a written report of its findings and serve it on the licensee.

Failure to comply with such an order would be grounds for revocation, in which event the licensee would have opportunity for another hearing as in the case of revocation for other reasons.

The fraud section of the bill was described as an effort to draw up for radio a law comparable to the mail fraud law, on which it is patterned. It would be written into the U.S. Criminal Code, not the Communications Act.

The portion empowering FCC to purchase sites for and construct monitoring stations, and to equip and repair monitoring stations, laboratories and "other related facilities" would not permit the Commission to make such expenditures without Congressional approval and appropriation. It would, authorities explained, make it unnecessary for Congress and the Commission to "cover the same ground twice" in setting up such appropriations.

The amendment dealing with revocations and cease-and-desist orders would revise Sec. 312 of the Communications Act to read as follows:

Revocation of Licenses; Cease-and-Desist Orders

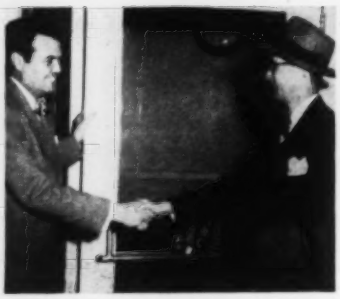
Sec. 312. (a) Any station license may be revoked (1) because of conditions coming to the attention of the Commission since the granting of such license which would have warranted the Commission in refusing to grant such license, or (2) for violation of or failure to observe the terms and conditions of any cease-and-desist order issued by the Commission pursuant to subsection (b) hereof: Provided, That no such order of revocation shall take effect until 30 days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said 30 days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing. Upon the conclusion of said hearing the Commission may reaffirm, modify, or revoke said order of revocation.

(b) Where a station licensee (1) has failed to operate substantially as set forth in the license, or (2) has failed to observe any of the restrictions and conditions of this Act or of a treaty ratified by the U.S., or (3) has violated or failed to observe any rule or regulation of the Commission authorized by this Act, the Commission may institute a proceeding by serving upon the licensee an order to show cause why it should not cease and desist from such action. Said order shall contain a statement of the particulars and matters with respect to which the Commission is inquiring and shall call upon the licensee to appear before the Commission at a time and place therein stated, but in no event less than 30 days after receipt of such notice, and give evidence upon the matter specified in said order. If, after hearing, or a waiver thereof by the licensee, the Commission determines that a cease-and-desist order should issue, it shall make a report in writing stating the findings of the Commission and the grounds and reasons therefor and shall cause the same to be served on said licensee, together with such order.

Sen. Johnson's new radio fraud statute would be achieved by inserting the following new section in the Criminal Code:

Fraud by Radio

Sec. 1343. Whoever, having devised or intending to devise any scheme or artifice to defraud, or for obtaining money or property by means of false or fraudulent pretenses, representations, or promises, shall transmit or cause to be transmitted by means of radio communication or interstate wire communication, any writings, signs, signals, pictures, or sounds for the purpose of executing such scheme or artifice, or whoever operating any radio station for which a license is required by any law of the U.S. knowingly permits the transmission of any such communication, shall be fined not more than $10,000 or imprisoned not more than five years, or both.



COMPETITION between these two men is a thing of the past as Archie J. Taylor (l), president and general manager of KANS Wichita, Kan., greets his new commercial manager, Frank Mathews. Mr. Mathews was national sales manager of KFH Wichita for ten years before his recent resignation to join KANS.

New AM Grant

CONSTRUCTION PERMIT for new AM station at Mount Pleasant, Mich., on 1150 kc with 500 w daytime was granted by FCC last week to Paul A. Brandt, owner of Economy 5¢, 10¢ and $1 Store there. Estimated cost is $27,500.

PROBE PROSPECTS *Early Investigation Seen Unlikely*

DESPITE SEN. Edwin C. Johnson's lengthy attack on FCC on the Senate floor last week (see page 23) and the newly-introduced Johnson bill, incorporating some of the features of the old White bill, there appeared to be little indication last Thursday that the Senate Interstate & Foreign Commerce Committee was pressing for an early "probe" of radio.

A subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), will probably turn attention first to a consideration of matters dealing with telegraph and other common carrier communications operating in domestic and international fields. It is believed unlikely, however, that the group will launch its study for another week or two.

The subcommittee was appointed by Sen. Johnson, full committee chairman to study matters relating to radio, telegraph and telephone communications, [BROADCASTING, April 18]. Others serving, in addition to Sen. Johnson, include Charles W. Tobey (R-N.H.), Homer E. Capehart (R-Ind.) and Estes Kefauver (D-Tenn.).

No Plans Yet

Sen. McFarland said he had no plans at present for a meeting of the subcommittee, but felt the telegraph question was of the "foremost immediacy." He said he had no idea whether a hearing might be necessary but, in any event, that constituted the "most urgent" issue. What phase of radio might draw first consideration, and how penetrating the study might develop, was also a moot question now, he added. Sen. McFarland currently is concerned with matters dealing with waterways, and expects to devote his attention to that this week.

Much would depend on whether Sen. Johnson decides to conduct hearings on S 1626, his new measure to amend the Communications Act, or to assign it to the McFarland subcommittee, it was pointed out.

Meanwhile, the full I&FCC last week continued its hearings on the financial condition and operating efficiency of the airlines industry, one of the four-ply projects authorized for study in SRes. 50. Others besides communications are the U. S. Merchant Marine and domestic land and water transportation.

Further developments on radio and allied studies are considered a possibility after the regular Wednesday executive meeting of the Senate Committee, but held to be unlikely.

Sen. McFarland pointed out that last year's subcommittee, of which he was a member, had given considerable thought to radio legislation, and some of the recommendations were incorporated in the latest Johnson bill. Assignment of the measure to Sen. McFarland's subcommittee would have little effect on any plan it might formulate to delve into radio problems, it was indicated.

Under provisions of SRes. 50, Interstate & Foreign Commerce Committee is authorized to investigate problems entailing various phases of FCC procedure. Included may be inquiries on the manner in which the Commission exercises its licensing authority with respect to radio applications. Also subject to scrutiny are the extent to which it examines qualifications of applicants for licenses or renewals, and actual or proposed operation of stations with a view to the "public interest."

Problems arising from demands for frequencies for TV and other communications services could also command investigation, as could requirements posed in radio, telegraph and telephone fields by international treaties and conventions as related to revision of the Communications Act.

NAMED MANAGER

Barber to Head New Outlet

B. GEORGE BARBER Jr. has resigned as promotion manager of WCOS Columbia, S. C., effective May 1. He becomes general manager of WJAY Mullins, S. C., now under construction and slated to begin operation about June 1.

Mr. Barber

WJAY will be a 1 kw daytimer on 1280 kc., with studios, offices and transmitter on U. S. highway 76 midway between Mullins and Marion, S. C. Permittee is the Mullins & Marion Broadcasting Co., which also holds an FM construction permit.

Before joining WCOS, Mr. Barber had served as commercial manager of WKIX and WNOK, both Columbia, S. C.

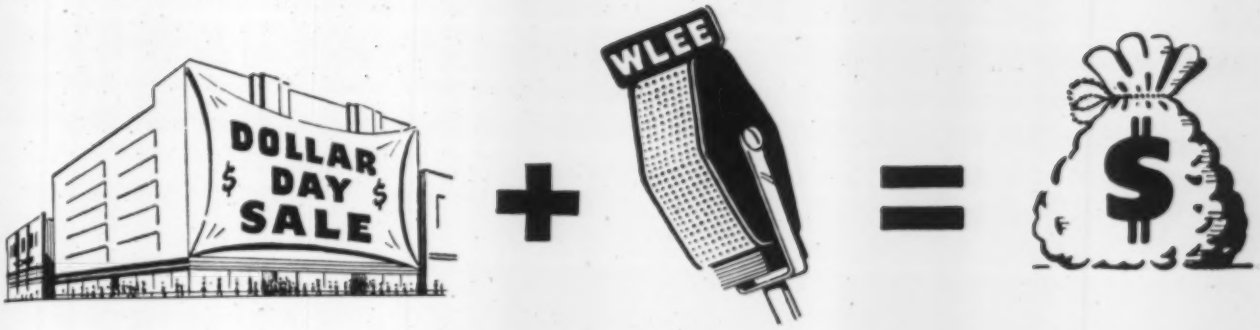
MEXICO SIGNALS

Problem Not Mine—Truman

INTERFERENCE to daytime stations arising from high-power Mexican signals is a matter for the State Dept. and FCC, President Truman said at his Thursday news conference in reply to a question asked on behalf of Daytime Petitioners' Assn.

The President said he knew nothing about the interference problem. Over 100 daytime stations are suffering because Mexico has violated a gentleman's agreement with them, the President was told.

Success story:



Recently one of Richmond's department stores ran a Dollar Days promotion. They advertised it over WLEE. When the event was over, we were proud to receive a letter from the store manager which read:

> "I would like to say thanks for the remarkable job your radio station did for us during our Dollar Days Promotion. We have used radio in several towns, and different stations in Richmond, but this promotion over your station was the most successful I have ever witnessed."

Throughout the entire store, this company did the best three days business since Christmas!

Local Richmond merchants get this kind of quick, profitable action from WLEE all the time. More and more national advertisers are following their lead. Are you? See your Forjoe man today for the whole WLEE story.

WLEE **Mutual in Richmond**

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

THE LATEST WCKY STORY

HIGH RATINGS AND LOW RATES MAKE WCKY YOUR LOWEST COST PER THOUSAND BUY IN CINCINNATI

LOOK AT THE AVERAGE COST PER THOUSAND TUNED-IN HOMES, 8.00AM-8.00PM MONDAY-FRIDAY, FOR A FIFTEEN MINUTE PROGRAM ON THE CINCINNATI STATIONS*:

WCKY	**$2.61**
Station A	**4.92**
Station B	**3.08**
Station C	**4.00**

WCKY GIVES YOU A COST PER THOUSAND 20% LOWER THAN ITS NEAREST COMPETITOR IN CINCINNATI — PLUS A FREE BONUS OUTSIDE COVERAGE OF 50,000 WATTS.

(— Based on Jan.-Feb. Pulse Rating. 260 time 15-minute national rate. Radio Homes in 2.0 millivolt daytime area of each station.)*

INVEST YOUR AD DOLLAR WCKY'S-LY

IN CINCINNATI,

THEY LISTEN TO WCKY

FOR MUSIC

The Makebelieve Ballroom, 10 to 12 noon and 3 to 5 PM each day. With an average rating Monday-Friday for the 20 quarter-hours of 5.7.

Sponsored By:

ADAM HATS
AMERICAN CHICLE
CARTER PRODUCTS
COLGATE AJAX
MGM PICTURES
ROBERT HALL CLOTHES
WELCH CANDY
UNITED FRUIT
COLGATE DENTAL CREAM
CONTINENTAL BAKING CO.
EX-LAX
FREEZONE
GRENNAN CAKES
ROMAN CLEANSER
AIREX
REDDI-WIP

FOR NEWS

WCKY has 15 newscasts a day, with an average Monday-Friday rating of 5.4.

Sponsored By:

CHASE & SANBORN COFFEE
BAVARIAN BEER
FLOYD & CO—SERVEL
MUELLER'S MACARONI
NASH KELVINATOR

MORE AND MORE ADVERTISERS ARE BUYING WCKY FOR HIGHER RATINGS, LOWER COST PER THOUSAND

WCKY SETS THE PACE IN 1949!

Call Collect Tom Welstead
53 E. 51st St.
New York City
TWX: NY 1-1688
Phone: Eldorado 5-1127

or C. H. "Top" Topmiller
Cincinnati, Cherry 6565
TWX: CI 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Johnson Still Batting

AN AMAZING MAN is Sen. Edwin C. (Big Ed) Johnson of Colorado. Last Monday he introduced a bill to raise the pay of members of the FCC by 50% (the chairman 75%). Forty-eight hours later he launched a vitriolic attack aganst the FCC, and more particularly its chairman.

We see these actions as contradictory, or perhaps mutually exclusive.

Any reader of these columns knows we have never been enraptured over the quality, efficiency or objectivity of this Commission or any if its predecessors. We do believe this Commission, man for man, is the best yet. By the same token we think, as does Sen. Johnson, that this Commission is led all too much by certain of its lawyers.

In this respect, and in others, Sen. Johnson shows an amazing insight into Commission affairs. He cites chapter and verse on many practices which we have attacked over the years—practices which are capricious, arbitrary, unfair to applicants and licensees, and unjustly expensive to the tax-paying public, and which should be rooted out for all time.

Sen. Johnson proposes to increase the FCC pay because, we presume, he feels the present $10,000 stipend is niggardly. He must also feel that without an increase the FCC will lose some of its good men, or, conversely, that the President will be unable to entice qualified men to replace them.

If that is so, how can he condemn the Commission for absenteeism and for "playing ball with the industry?" Certainly the FCC has blundered, and present members must assume responsibility for the sins and omissions of their predecessors. Certainly the TV allocations were not optimum. But to say this Commission loafs on the job is, in our book, in palpable error. The Commissioners may be inept, but they don't have time to be lazy.

Chairman Wayne Coy is clouted for his speech-making away from Washington. We know of no public official who works harder or longer, Saturdays included. Mr. Coy may have a penchant for speaking (and he does it mighty well). The estimable Chairman of the Senate Interstate & Foreign Commerce Committee happens to like baseball and sees many games. He may have made a junket or two in his 13 years in the Senate. Neither Commissioners nor Senators are required by law to punch time-clocks.

Sen. Johnson's castigation of the FCC is not to be taken lightly. There may be far-reaching consequences. Most of the FCC members do not have to take starvation pay and Senatorial assault and battery too.

The Senate committee has moved to arrogate FCC licensing and allocations functions, which are unquestionably within its legislative purview. In so doing it is giving the FCC a dose of its own medicine, because that agency over the years has inched its way toward control of the programs and business operations of stations—functions which are the responsibility of the licensee. There is serious question whether these fall within the FCC's regulatory jurisdiction.

Chairman Johnson has been tossing interrogatories at the FCC covering the full range of its functions. Now the Senator has attacked on the floor.

Two courses of action seem appropriate. We respectfully suggest that that portion of the Johnson bill which would increase the pay scale be detached from other proposed amendments. It should have easy sailing through both houses.

Then, if Sen. Johnson's charges are correct—if FCC is bewildered, if it is the captive of its own staff, if undue outside influences are brought to bear, if there is "regulation by the lifted eyebrow"—there ought to be a new Commission. But charges as serious as these should be preceded by evidence, openly given, and FCC in fairness deserves an opportunity to defend itself on any counts that it can. A public hearing would seem to be in order.

Radio's ERP

A RECAP of the NAB Convention in Chicago a fortnight ago makes abundantly clear that the trade association has confronting it an economic recovery program.

The board, at its post-convention session, earmarked funds totaling about $200,000 over and above present budgetary commitments. Of its $800,000 of annual income expectancy there is an ordinary balance of about $30,000. Thus, all other things equal, there's an indicated deficiency of $170,000. Of course, the $75,000 advanced to bail out BMB is to be repaid, and the balance presumably would be covered through (1) increases in paying membership; (2) equivalent reduction in other NAB functions.

The board action in allotting another $100,000 for the newly created Broadcast Advertising Bureau, which would give it an initial $220,000 to exploit radio as an advertising medium, is a move to be generally applauded. It is a logical first step. It is a pittance in contrast to that being spent by competitive printed media. Eventually, the BAB should be something apart from the NAB. That may entail a two or three year haul. Its function is strictly commercial and competitive. The NAB must operate on all fronts, the most important of which must always be the basic freedom of radio. For without a free radio there can be no commercial competitive radio.

Angry words were uttered over the $75,000 advance to BMB, designed to assure a second study. Many broadcasters, nevertheless, are disposed to forget the ugly past, now that Dr. Kenneth H. Baker has taken over the BMB presidency, and has imparted to it professional, efficient direction. Ponderous problems are yet to be coped with in paying the freight for this second study. For example, since NAB funds have been advanced to sustain life in BMB—funds of nearly 2,000 members—there's a delicate legal question whether all NAB members cannot participate in the second study simply by paying current assessments rather than retroactive ones dating from the 1947 survey.

The tragic experience of BMB is bound to have its compensations. Advertisers, agencies and stations are of one mind on the desirability of an audience measurement yardstick. Inevitably there will be a successor to BMB once the second study is completed. Its creators cannot help but profit from the BMB background. There will be more intellingent, prudent consideration. A stronger measurement service, the scope of which need not be confined to listenerability, is certain to result.

NAB President Justin Miller has before him a big prescription which he must fill by board mandate. He must find means of raising the capital to pay the way. He has the plaint of some members that the estimated $400,000 disbursed by delegates to attend the Chicago convention was money ill-spent. He has a TV Department to create as well as a BAB to sustain and a BMB to keep alive.

Soon there should be upcoming the Miller Plan for radio's economic recovery.

Our Respects To —

JOSEPH KATZ

AS A BOY, Joseph Katz of Baltimore discovered that people are more important than things. Ever since that time he has been in the selling business—selling things to people.

Advertising, he says, is selling, and you don't need a five-foot shelf of dictionaries and instruction books any more than you need a rule book in a canoe underneath a June moon.

Joseph Katz knocks himself out ten times a day trying to convince people that life and advertising are obvious and simple. His outbursts of temper startle those who haven't learned it's just his amazing creative instinct in action. Fortunately his emotional machinery is well counter-balanced. He has perhaps the softest heart in the hard-bitten advertising business, and his staff loves him.

Thus equipped, Mr. Katz is the successful operator of one of the nation's larger advertising agencies. He sells such things as Rem, Amoco, Ex-Lax, Jests and dozens of others.

A quarter-century ago he got spot religion, "long before radio became stylish." He watched radio grow. Then he started using it for Rem, and watched Rem sales grow under the influence of simple, obvious radio spots.

"The best radio course in the world is a cold and a runny nose, so you stay home and listen," he says. He once tried it, and made two discoveries: First, "there's a lot of bad writing"; second, "Who're you hollering at!"

Joseph Katz the individual, as distinguished from Joseph Katz the seller, is a man of many loves. He loves people, plain people, more people than you'll find in the phone book. He loves books, especially old ones, and is constantly buying dog-eared volumes in side-street shops. He loves Baltimore, everything in Baltimore from the burlesque strip to the art galleries, and considers the city his responsibility. These galleries abound with paintings from the Katz collection, as do galleries all over the nation. He loves all types of art pieces, curios and historic lore.

Though he's as much a part of Baltimore as Johns Hopkins hospital or the City Hall, Mr. Katz leads a two-city life, spending two or three days a week in New York supervising the national accounts handled in that office.

In the heart of old Baltimore he occupies a modest two-room front-office suite in the agency's extensive offices. By far the best furnished of the two rooms is that occupied by Gertrude Meyers, his Baltimore secretary, who hourly reduces great masses of chaos and

(Continued on page 46)

The Billboard honors WOV

"WOV leads the parade"
The Billboard
March 12, 1949

"The American family... the kind of radio that will be long remembered in New York"
The Billboard
March 12, 1949

The Billboard in presenting two first awards to WOV, one for sales promotion and one for public service promotion in its 11th annual radio and television promotion competition, honors WOV for the 7th and 8th times.

WOV accepts these distinguished recognitions with understandable pride. We express our gratitude to the agency and sponsor executives who selected WOV as the only dual first award winners in this competition.

We of WOV renew our pledge to all of radio and advertising to a further and continuing effort toward our basic policy of radio broadcasting that in serving the public interest we best serve listeners and sponsors alike.

Originators of *Audited Audiences*

WOV
NEW YORK

RALPH N. WEIL, GENERAL MGR. · ARNOLD HARTLEY, PROGRAM DIRECTOR · CARROLL C. FORBES, PROMOTION MGR.
THE BOLLING COMPANY, NATIONAL REPRESENTATIVES

Richards' Plan

(Continued from page 30)

goodwill stations have always adhered to the highest and fairest standards of broadcasting."

He cited awards received by the stations to attest to the public service they have performed. "I am confident that my successors will continue to carry on these constructive policies," he declared.

Mr. Richards has owned WJR since 1926; he founded WGAR in 1930, and acquired KMPC in 1937. All three now operate with 50 kw power. He owns 71.64% of WGAR and 64.8% of KMPC, while he and his wife own 62.39% of WJR. Both WGAR and WJR are CBS affiliates, operating on 1220 and 760 kc respectively; KMPC, an independent, is on 710 kc.

Only his own stock interests in the three stations are being transferred to the trustees. These amount to control in all but WJR, where he has 28.66%. Minority interests of his family and others are not involved.

The trustees named by Mr. Richards would, with FCC approval, take over control of the three stations, with Mr. Richards as beneficiary. They would be paid $5,000 a year. The agreement would remain effective throughout Mr. Richards' lifetime, but provisions are made to permit his sale of minority or controlling interests (with FCC approval) in any or all three stations. Upon his death the agreement would automatically terminate.

The trustees would not be held personally liable for any actions they may take or fail to take under the agreement, except for their own negligence or willful misconduct. In the event of a trustee's resignation, Mr. Richards would name the successor and notify the Commission.

Dr. Hannah has a wide reputation as an educator. He is president of the Land Grant Colleges and Universities, president of the Michigan State Board of Agriculture, and a member of the Michigan State Council of Defense, the Michigan Council of Education, and the Michigan State Board of Control for Vocational Education.

Mr. Fisher, one-time general manager of the Cadillac Motor Car Division of General Motors, retired as a GM vice president in 1944 but remains a director of the company. Mr. Klingler has been general manager of Pontiac Division since 1933.

The applications were submitted to FCC by Burton K. Wheeler, former Montana Senator now practicing law in Washington.

VIRGIN ISLES

FCC Proposal Opposed By NAB, IBEW

MIXED REACTION has been evidenced to FCC's proposed rules changes to allow low power broadcasting in the Virgin Islands [BROADCASTING, March 28].

General approval of the proposals, which involve waiver of many of the Commission's technical standards, has been expressed in notices filed with the Commission by Acting Virgin Islands Gov. Morris P. de Castro and a new proposed station applicant there, Radio American West Indies.

Objections to FCC's suggested modifications have been filed by NAB and International Brotherhood of Electrical Workers.

Gov. de Castro said his government is "heartily in favor of the establishment of a broadcast station in the Virgin Islands."

Vickers Associate

Radio American West Indies, to file a new station request there soon, is an association of Edward M. Vickers, chief engineer of WVCG Coral Gables, Fla.; Hazel M. and William N. Vickers, and Earl Higdon, all of Coral Gables. Mr. Edward Vickers would be general manager and technical supervisor of the proposed station while Mr. Higdon would be chief engineer. The group urged that 50 w power be allowed on a regional channel, instead of only certain local channels as proposed by the Commission, in order to provide secondary service to the Lesser Antilles.

NAB said it recognized "that the Virgin Islands may have need for a broadcast service of its own and that a power somewhat lower than that authorized in the continental United States may successfully provide this service." However, the organization held that waiver of other technical requirements such as frequency monitors, antenna requirements and qualifications of engineers was not desirable.

NAB said such waivers "would constitute a variance from this country's policy of encouraging the use by all countries of high broadcast (engineering) standards. In view of the forthcoming NARBA conference, and the engineering proposals now in preparation [See story page 29], it would be ill-advised for this country at this time to take any action which would jeopardize our existing policy, upon which the whole standard band allocation structure is based."

IBEW Objects

IBEW objected chiefly to the relaxation of operator requirements proposed by FCC. IBEW said "there is no showing or indication in the Commission's notice pointing to the need or necessity in any manner for a waiver of the present rules of the Commission in the area." The union said further: "On the contrary there is good reason to believe that there is now available, an ample supply of operators licensed under the present rules to handle all the operation of broadcast facilities that may be installed in the Virgin Islands."

IBEW gave detailed reasons based on safety and public interest for not allowing "inexperienced" employes to handle technical operations.

Two applications already have been filed with FCC for AM stations in the Virgin Islands, both at Charlotte Amalie. William N. Greer, consulting radio engineer at San Juan, P. R., has requested 50 w fulltime on 1340 kc [BROADCASTING, June 7, 1948] while John W. Boler, 54% owner of KSJB Jamestown, N. D., has filed for 250 w daytime on 1090 kc [BROADCASTING, April 18].

BOND DRIVE

Treasury Outlines Plans

PLANS for the Treasury Dept.'s May 16-June 30 "Opportunity Savings Bond Drive" were outlined last week to representatives of radio, advertising and other fields on both the local and national levels.

President Truman addressed national volunteers of the U. S. Savings Bond Division April 19 at an honorary dinner tendered by Secretary of the Treasury John W. Snyder at Washington's Hotel Statler. The President's brief message was carried at 10 p.m. by the four networks and telecast locally by WTTG(TV) Washington.

The same evening throughout the nation the governors of the various states honored bond volunteers and committees at state dinners.

Extensive radio and television promotion is being organized for the campaign by Treasury in coordination with The Advertising Council and various task force agencies. Special series of quarter-hour *Treasury Guest Star Parade* discs have been made using top radio-movie talent. Radio kit of live and transcribed material is in preparation along with visual material for TV.

Edmund J. Linehan, ex-program director of KSO Des Moines, is newly appointed associate chief of radio-TV at Treasury, assisting Nathan P. Colwell, radio chief, in preparing the radio campaign.

Cornwell Jackson, vice president and manager of the Hollywood office of J. Walter Thompson Co., has been appointed special radio consultant to Treasury for the drive. He is to direct planning of network kickoff program for May 15 which is to feature the President, Secretary Snyder and outstanding talent.

Taylor's Statement

IN the report on the Wednesday television panel session at the NAB Convention [BROADCASTING, April 18] Bert Taylor, manager of transmitter sales for DuMont, was quoted as saying that TV station operators "will be tapped on the shoulder within a short time and told to move to another part of the spectrum." Mr. Taylor has advised BROADCASTING that he said, instead, that "it is not likely that television station operators will be tapped etc. . . ."

CORESPONDENT My wife used to darn my socks, do the laundry, clean up the house and have dinner ready on time. She was a real helpmate. Now she just sits and listens to KXOK all day long. Either KXOK goes off the air, or I'm giving my wife the air . . . naming KXOK as corespondent.

Irate Husband

Dear Irate:

Don't blame your wife. Hundreds of thousands of women are in love with our daytime programming. KXOK's daytime Hooper listening index has increased three years in a row. Any John Blair representative will make a good witness for you.

KXOK, St. Louis

630 on your dial

Open Mike

(Continued from page 16)

ly followed. It was the first to make a set with the blown-up picture; the first to market a built-in lens television set; the first to make a ten-inch model with FM radio; the first to market a 15-inch table model for the home; and the first to produce a TV receiver with the Sightmirror principle by which the glare from a direct-view tube is eliminated and the picture area, when not used to receive a program, is a mirror and attractive rather than dead-space.

If Mr. McDonald's engineering staff has contributed anything which is being used in presently operating sets, would he please let us know? We have examined the Zenith turret tuner. It may be of interest to Zenith to know that in late 1947 we used a turret tuner but discontinued it.

Michael L. Kaplan
President
Sightmaster Corp.

[Editor's Note: Mr. Kaplan's letter is in response to a statement by Commdr. E. F. McDonald Jr., president of Zenith Radio Corp., which was printed in BROADCASTING.]

* * *

Aims of AIMS

EDITOR, BROADCASTING:

In your current issue there appears a story headed "Koste Named To Head New AIMS Group" which, in my opinion, needs some clarification.

Principally, AIMS has existed as an interchange of informative letters between independent metropolitan stations. WWDC has been and will continue to be one of these stations.

Some of the members of AIMS have now also banded together to be represented in the national field by the organization to which your article refers.

Not all of the stations that exchange letters within AIMS will be represented by this new organization. WWDC will continue to be represented in the national field by Forjoe & Co.

Ben Strouse
General Manager
WWDC Washington, D. C.

* * *

On FM 'Fidelity'

EDITOR, BROADCASTING:

I would like to correct your reporting of the tape demonstration at the FM session of the NAB Convention.

That demonstration showed much more than the "superior fidelity as compared to AM," as quoted on page 72 of your last issue. Briefly, the recording demonstrated that the New York FM stations of the two major networks gave far greater coverage than their 50 kw AM stations during the periods of the normal summer static encountered on the Long Island and Jersey coast. This superiority of coverage was so conclusively demonstrated that it is difficult to understand how it could be reported as a demonstration of fidelity.

While most of your readers either have discovered or will discover during the coming summer months the superiority of FM coverage, if anyone has any doubts about it I will be glad to make available the recording used at Chicago for further examination.

Edwin H. Armstrong
Dept. of Electrical Engineering
Columbia U., New York

* * *

Apologies to KENO-FM

EDITOR, BROADCASTING:

In a clear, undistorted, and high-quality voice, we ask "What do you have against KENO-FM?"

Your map published on page 88 of the April 4 issue of BROADCASTING cuts us to the quick.

Here we are—doing a bang-up job on FM, one of the original 64 FM stations granted by the FCC, the first FM station in Nevada, and on the air since November 1947, and you overlook us completely!

For shame.

Maxwell Kelch
General Manager
KENO AM & FM Las Vegas, Nev.

[Editor's Note: Our apologies to KENO-FM. A correction by WASH-FM Washington, makers of the map, reached BROADCASTING after we had gone to press.]

* * *

Cott's Kudos

EDITOR, BROADCASTING:

BROADCASTING's coverage of the Unaffiliated Stations "Independent's Day" was comprehensive and extremely well done.

As chairman of the NAB Unaffiliated Stations Executive Committee, may I thank you for the excellent job you and your staff did.

Ted Cott
V. P. and Director of Programs
WNEW New York

SERVICE UNLIMITED, Chicago, has sold *The Sports Jackpot*, telephone quiz, to KSO Des Moines and KHIT Lampasas, Tex. Syndicated show was tested on southern and western stations in February and March.

FEUDIN' GAL
WMBR Gets Shay Souvenir

MONEY can't buy the tape recording that Ted Chapeau presented on his *Lazy Bones* program over WMBR Jacksonville, Fla. The tape, featuring Dorothy Shay, the Park Avenue Hillbilly, was made in Miss Shay's suite in Chicago's Palmer House during the NAB Convention. William B. Lodge, CBS engineering vice president, was "at the controls." Here's how it happened:

After Miss Shay had sung at the NAB banquet April 12 in the Hotel Stevens, Mr. Chapeau, public relations director at WMBR, went backstage to remind her of an incident in 1935. Barely past the pigtail stage, Miss Shay had appeared on his junior amateur radio hour at WJAX Jacksonville. The famous singer remembered Mr. Chapeau well, and invited him and his party to join her later. Included were Frank King, WMBR's general manager, as well as Messrs. Lodge and Chapeau.

During the course of the evening, Miss Shay disclosed she had recently been presented with a tape recorder, but couldn't work it. Mr. Lodge said he would instruct her "at no charge" if she would promise to put some of her songs on the tape as a souvenir of the occasion. Miss Shay taped 10 minutes of her Sunday best ditties, and Mr. Lodge gave the roll to Mr. Chapeau for use on his *Lazy Bones* program.

NEW AD CONTEST
Set by L. A. Jr. Ad Woman

SECOND annual advertising achievement award contest has been announced by Los Angeles Junior Advertising Women. Cooperating is the Southern California Chapter of American Assn. of Advertising Agencies and Advertising Assn. of the West. Competition is open to all men and women members of Junior Advertising Clubs affiliated with the AAW which covers the 11 western states and Canada.

Three awards each in four different categories will be made in art, layout, copy and public relations. First prize in each classification is $25 plus certificate of achievement; second and third winners receive achievement awards. Winners will be announced at June AAW convention in Vancouver, B. C. (Can.). There will be four judges, as yet unannounced, chosen from board of governors of SCAAAA.

WBNS SPOTLIGHT
YES, BUSINESS IS GOOD IN COLUMBUS—
460,200 folks who live in Columbus and Franklin County spend $486,171,000.00. The assessed valuation of their real estate, public utilities and personal property is $524,029,390.00. 52% of them own their own homes. The "Open Sesame" to the pocketbooks of this prosperous area is WBNS with its 163,550 loyal Central Ohio families.
WE HAVE TALENT IN OUR MIDST—
Geer Parkinson, WBNS program director, and Bill Copland of Byer and Bowman Advertising Agency teamed their talents in producing the popular song, "If Summer Is Good to Me." Geer is an accomplished musician and it is his ability which has helped make WBNS so outstanding in Central Ohio entertainment.
STATE SAVINGS & LOAN INCREASES BUSINESS WITH WBNS SPOTS—Another enthusiastic booster for WBNS is John G. Lambert, secretary and treasurer of the State Savings & Loan Co. Spot announcements on WBNS have resulted in the opening of many new savings accounts and increasing the amounts on deposit. 90% of his budget is invested in WBNS time. Yes, when you want sales dividends in Central Ohio put your money on WBNS.
COVERS CENTRAL OHIO
IN COLUMBUS IT'S
WBNS
POWER 5000 D•1000•N CBS
ASK JOHN BLAIR

BAB Battle Plan

(Continued from page 23)

action was an "intermediate" step. Eventually BAB is expected to operate entirely outside the NAB administrative structure, with New York headquarters and regional offices in key cities.

The SMEC membership is to be reconstructed by NAB President Justin Miller, along with the other NAB standing committees. Present committee members have served since the Atlantic City convention in September 1947. Ordinarily the committee rolls are changed after every annual convention, but this was not done after the Los Angeles meeting because the two sessions were only seven months apart.

Chance of a realignment of the committee organizational structure has been discussed at NAB headquarters since approval of the new BAB project. Two standing committees—Sales Managers Executive and Small Market Executive—come within the Dept. of Broadcast Advertising area. These may be merged into a new standing committee representing main industry elements.

Completing their terms as chairmen of the sales and small market groups at the Chicago convention were Eugene Thomas, WOIC (TV) Washington, and Simon Goldman, WJTN Jamestown, N. Y., respectively.

Enoch Spearheads

Chairman Enoch of the BAB Committee spearheaded the bureau project at the final meeting May 9 of the old board. His vigorous plea caused the old board to designate the BAB idea as the first and principal item facing the post-convention board meeting. Serving with him on the BAB policy group are Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C., and Frank U. Fletcher, WARL-FM Arlington, Va. Fifth member, of course, is the un-named standing committee chairman.

As drawn up by the board, this policy group will make recommendations to NAB management regarding BAB's activities.

At this stage, the BAB setup comprises Mr. Mitchell, as director; Charles A. Batson, assistant director; Lee Hart, NAB retail specialist, and secretarial staff. Miss Hart has acquired wide recognition for her pioneering of retail-radio techniques. She has sparked NAB's drive to acquaint retailers with the value of the broadcast medium and has conducted clinics for retail executives and station staffs.

Mr. Batson is completing an extensive survey of television costs and techniques. These have been published in series, with the two final installments to appear in the near future. Mr. Batson conducted TV clinics at the district meetings held last summer and fall. He has extensive station background.

Location of BAB's headquarters will be up to the policy committee and NAB management. Shortage of funds may force location in Washington for the time being. The BAB plan, however, envisions a main office in New York where a heavy share of advertising originates. In any case, an office will be set up in New York as soon as possible. Another office is planned in Chicago. Each will be manned by an experienced radio sales executive. Possibility of a West Coast tieup with the Southern California Broadcasters Assn. is being considered, though such an office would be expected to cover the entire West Coast.

Considers Separation

The idea of eventually separating BAB from direct NAB management control was seriously considered by the board. This can be effected by absorbing BAB into the All-Radio Presentation Corp. now being chartered under direction of the NAB Legal Dept. All-Radio at first was an NAB unit, financed by special fees, but its new structure provides separate operation under NAB supervision similar to BMI. BMB is an NAB offspring, but AAAA and ANA each have one-third voting power on the BMB board.

Separate BAB operation, according to sponsors of the idea, would keep the sales promotion project free from the cliques, schisms and group influences that might hamper its functioning. This is the idea that has worked successfully at ANPA, where the Bureau of Advertising does an overall newspaper promotion without worrying about the special interests inside the ANPA organization itself.

BAB's operation, as conceived by the board, will cover all broadcast industry elements—AM, FM and TV. The main idea is to arm every station to fight back against competitive selling at any level.

One of Mr. Batson's first jobs will be a study of station rate cards and practices in television. This is only one of a long list of industry-wide projects headed by a major audio advertising presentation utilizing new slide or easel material to be used by every NAB member station.

NAB management was closely scanning the association's budget last week in an effort to find ways of raising the $100,000 earmarked by the board from present funds. The NAB board's finance committee will have a chance to take part in this chore. Clair R. McCollough, WGAL Lancaster, Pa., committee chairman, resigned the post after the board had decided to loan BMB another $75,000 and give BAB $100,000. It is understood Pres. Miller wants him to remain on the committee.

NAB's budget now operates on a fiscal year starting July 1. BAB is expected to become at least partly self-supporting by providing special services for individual or cooperative station use in communities. In addition, an arrangement may be devised by which BAB's services to other NAB headquarters units are charged to those who utilize the services.

EARTHQUAKE

Radio Meets Crisis; KJR Hit

CHALLENGE of the Northwest's severest earthquake, which hit the area April 13, was met effectively by radio stations in the Puget Sound area. Seattle affiliates fed several accounts of the quake to their national networks and all stations carried on-the-spot local broadcasts.

Most severely damaged was KJR Seattle, whose tower on Harbor Island looked like this (see photo). This quake bent the tower 40 feet from the top and caused it to buckle 100 feet down. Repairs began immediately.

Despite the damage, KJR stayed on the air all that day and evening, although other stations were forced off for periods ranging from 30 seconds to several minutes. The next day, however, KJR interrupted its schedule briefly about noontime to switch over to its other tower, ordinarily used for the nighttime directional signal.

Five minutes after the quake KVI aired a half hour of observations from both its Seattle and Tacoma studios. KIRO, which reported its "towers were galloping and guy wires waltzing," was off the air for two minutes, but fed several news shows to CBS. KOMO supplied news to NBC as well as to WMAQ Chicago, WKY Oklahoma City and KHQ Spokane. KING reported several on-the-spot broadcasts, as did KMO and KTBI, both in Tacoma.

SERVICES NEWS

Pentagon Merging Information

A MERGER of Army, Navy and Air Force information offices under one organization, but comprising three divisions, as recommended by former Defense Secretary James Forrestal, is currently under way and may be completed early next week, according to Pentagon officials. Heading overall information are William Frye and James King.

The consolidation, designed in part to tighten up premature flow of information, contemplates three separate divisions, largest of which would deal with news and aid for radio stations, newspapers, newsreels and periodicals. Curtis Mitchell, formerly with Paramount Pictures, United Press and, during the war, War Dept.'s public relations division, will manage the division.

Other segments under the single organization will be devoted to planning activities and security review, and to civilian relations. The merger is expected to reduce the information personnel by more than 150 people due to elimination of some services and the combining of others, such as analysis of comment and news stories.

How's Business

(Continued from page 25)

of 1948. The estimated value of construction permits issued in the first two months of 1949 is 10.6% below January and February 1948. Cities in which most construction is planned are: New York, Los Angeles, Detroit, Chicago, Milwaukee, Dallas, Houston, Philadelphia, Miami and Washington, D. C., in that order. In residential construction, lower-priced homes are going to be built in greater quantity this year. Real estate market is slow in higher priced homes.

* * *

The economy has stayed level this month, and in these times, that means business has been fairly good. The bottom hasn't dropped out of anything. Even textiles, which have been having bad times, are definitely recovering some of the lost ground. Neither has business shown advances to compare with steady trends since the end of the war. It's entirely possible that business may settle down to a new and somewhat lower price level, with slightly reduced volume of sales.

WHAT IS THE LOWEST COST PER THOUSAND STATION IN CINCINNATI?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BMB Campaign

(Continued from page 29)

grams as evidence of good faith on BMB's part.

Tabulation of ballots already returned indicates they will provide broadcasters, agencies and advertisers with more and more valuable data than were produced by the first BMB study in 1946. The breakdown of total weekly listening to show stations listened-to six or seven days a week, three to five days, or one to two days, Dr. Baker said, "will be a goldmine of information for station program, sales and sales promotion departments."

Industry discussion of the BMB problem continued last week as station managers returned home from the Chicago convention. General convention sentiment had favored the plan for NAB to pull BMB out of its crisis.

Suggestion for an intensive membership drive was made by John D. Hymes, assistant manager of WLAN Lancaster, Pa. In an open letter to BMB Mr. Hymes said the entire financial structure of the second BMB study must be clarified before it can succeed.

Mr. Hymes said the fact that only 540 of 1,971 AM stations have subscribed to the second study "brands BMB as a complete failure. If agencies and advertisers do not receive information on 73% of the AM stations on the air, the second BMB study will be of little use to them. Having been an agency timebuyer in the past, I know that there is nothing more discouraging, in using a survey, than to find that the information you are seeking is not included in that survey.

"When timebuyers and advertisers find that they will not receive information on 73% of the AM stations on the air, I can assure you the second BMB study will soon be thrown off their desks as a useless tool of research.

Hymes' Suggestion

"My suggestion for the future of BMB is that you make a concentrated sales effort on the 1,431 AM stations which have not as yet subscribed to BMB. If the consensus of opinion is that the present BMB is of no value to the industry, then let's scrap it immediately and find a BMB which will have 100% industry acceptance. If you depend entirely on the NAB and the 540 stations which have already subscribed to BMB and let it go at that, I predict that BMB is doomed to failure from both financial and research standpoints."

Asked to comment on the Hymes letter, A. D. Willard Jr., NAB executive vice president, said BMB's Study No. 2 will provide information on all AM stations and not merely the stations subscribing to BMB. Nonsubscribers will have access to the data if they pay on the same basis as subscribers, he explained. Mr. Willard indicated another effort will be made to sell BMB to nonsubscribers.

NABET

Negotiations With ABC, NBC Now in Third Week

FEDERAL mediation entered the three-week-old negotiations between NABET and NBC and ABC networks Wednesday at the request of the union.

Walter Maggiolo, commissioner in the Federal Mediation and Conciliation Service, was assigned to the case to help stimulate a settlement on matters concerning the network's engineers.

Negotiations concerning sound effects men and traffic employes, also NABET members, will proceed without the intervention of the Mediation Service, it was learned.

It was understood that NABET became dissatisfied with the pace of progress in negotiations although parleys were being held morning, afternoon and evening. It thereupon called on the Mediation Service.

A network's spokesman said progress during the week was made in so far as the definition of issues was concerned. NABET said the first real progress was made after introduction of the mediator into the picture.

It was learned that principal issues concern wages and working conditions. Wage demands amount to a 15% increase. Working conditions concern such matters as hours and call-in time notice. The networks, it was understood, are standing pat on all major demands, particularly countering the wage demands with "It can't economically be done."

Negotiations for the engineers were adjourned Wednesday until today because Mr. Maggiolo is also handling the brewer's dispute in New York which required his attention Thursday and Friday. Talks, however, did proceed on those days concerning sound effects and traffic employes.

It was learned that a further complication was introduced into the negotiations by a claim by IATSE, which currently is in a jurisdictional television war with NABET, that it represents some of the job categories for which NABET is bargaining. Such a claim, however, is ineffective without an NLRB election which, at this stage, has not been sought, it was said.

A further development in the negotiations, it also was learned, was that NABET for the first time will bargain for the 13 ABC sound effects men. These workers formerly were members of AFRA.

Confucius Say:

EVEN NETWORKS CAN'T INTERPRET SAME WAY HOOPER FIGURES . . . MUST FIND NEW DENOMINATOR FOR JUDGING PROGRAMS.

Yes, there seems to be plenty of confusion—even the network presidents can't agree!

But In Milwaukee

Hooper ratings and sales results both prove the power of the ONLY FULL-TIME INDEPENDENT

1. **WEMP** carries more sponsored sports than any other station, such as: Football—Socony Vacuum . . . Basketball—Household Finance and Kuesel Coal . . . Hockey—East Side Chevrolet . . . Baseball—Miller Brewing, Gimbel's Department Store, and Kool Cigarettes . . . and sportcasts for Hudson Motor Co. and Checker Cab.
2. **WEMP** carries more good music—popular, familiar, and native—than any other station, sponsored by leading local and national accounts, including: Schusters' and Gimbel's Department Stores . . . Kosciuszko and American Furniture Stores . . . Robert Hall Clothing . . . Nigbor Furs . . . Plymouth and DeSoto Dealers . . . Birdseye Frozen Foods . . . H. J. Heinz.
3. **WEMP** carries the news for sponsors like Sinclair Refining Co., The Milwaukee Road, and Mountain Valley Water.

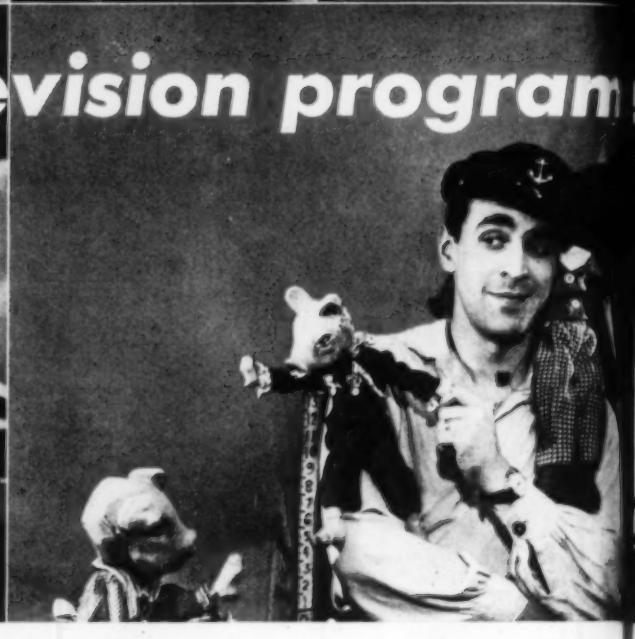
The programming gets the audience—the sponsors get results!

WEMP AM-FM

Hugh Boice
General Manager

Headley-Reed Inc. . . . National Representatives

To make television program se



Selecting the best settings for your television clients' commercial messages is an all-important responsibility. Your NBC Spot salesman is anxious to assist you in finding the *right program* at the *right time*. To make your job easier he has assembled all of the data listed at the right on the finest local programs in television.

Your NBC Spot salesman will also offer you the opportunity of developing *new* program ideas through consultation with the programming experts of America's number one television network. The use of this valuable service is another important reason why most Spot television advertisers consult their NBC Spot salesman first. Whether your schedule calls for a 20-second station break, a five-minute weather report, a half-hour musical show or a two-hour sports event,

you'll
needs
Spot S
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NBC

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NEW YO

representing television stations: WNBT—New York • WNBQ—Chicago • KNBH—Hollywood WPTZ—P

m selection easier

Television Program Check List

PROGRAM FORMAT

- ☐ biographies of talent
- ☐ description of format
- ☐ photographs of talent
- ☐ photographs of set

AUDIENCE

- ☐ type of audience appeal
- ☐ ratings
- ☐ special surveys
- ☐ response to offers
- ☐ weekly mail count
- ☐ fan letters
- ☐ adjacencies
- ☐ promotion and merchandising

COMMERCIAL

- ☐ success stories
- ☐ testimonials from sponsors
- ☐ list of current and past sponsors
- ☐ sponsors of adjacent programs
- ☐ competition
- ☐ types of commercials accepted
- ☐ costs (talent, rehearsal, time)

PROGRAM ADVISORY SERVICE

- ☐ tested program ideas
- ☐ talent available
- ☐ writers available
- ☐ producers and directors available
- ☐ studio personnel required
- ☐ studio equipment required
- ☐ set design suggestions
- ☐ stage properties required
- ☐ costume suggestions
- ☐ production cost estimates
- ☐ television films available
- ☐ commercial film ideas
- ☐ film animation

you'll find the programs best suited to your clients' needs on television stations represented by NBC Spot Sales . . . and you'll find the best informed television representative in the industry is your NBC Spot salesman.

the nation's major television stations in the nation's major markets are represented by

SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO • WASHINGTON • DENVER

WPTZ—Philadelphia • WBZ-TV—Boston • WNBK—Cleveland • WNBW—Washington • WRGB—Schenectady • WTVR—Richmond

Respects

(Continued from page 38)

frenzy to an orderly array of detail.

Where Joseph Katz is, excitement prevails. Where Joseph Katz was, orderly thinking prevails. The processes are chaotic, but the results are simple, direct and effective.

Take the other half of the Katz agency's front office! All around are antiques, curios, a violent caricature of Joseph Katz (there's no middle name), a bust of Lincoln, art pieces, bundles of old magazines piled on the floor, a beautiful painting of the port of Baltimore, and directly behind the boss' desk a little radio of vast antiquity and probably one of the first to grace an agency front office in the early 20s. The walls are scarred, obviously from the impact of a million Katzian expletives.

It's a decorator's nightmare, but it's home to Joseph Katz and he thinks explosively in straight lines and hard words as his eyes languidly drool over a stack of vintage *Police Gazettes*.

The stories centered around this advertising dynamo are legion. Most of them end up with a single theme—a job was done, not without fuss, but definitely without frills.

Joseph Katz was born June 24, 1888, in Lithuania. At the age of three he was romping in the streets of East Baltimore, an oldish part of the city he still worships. At the age of 11 he wrote his first advertisement, entering it in the monthly *St. Nicholas* contest and winning a silver badge. The ad had this theme—"A good name shines in the dark." Handy with a pencil, he sketched an auto with headlights shining down a dark alley.

The ad that really shot him into advertising in a big way was written for a struggling tailor. It pointedly asked why the owners of ready-to-wear clothing stores wear tailor-made suits. He was hired by a big ready-to-wear store when the storm had subsided.

In 1912 he married Kate Kropman of Baltimore. They have two sons and one daughter, Ruth, who is married to Ben Strouse, manager of WWDC Washington.

The formal education of Joseph Katz stopped at Baltimore High School. That accounts for his hatred of big words. "I can't understand them," he insists. Confidentially, he conceals behind that admission a knowledge of multisyllabic terminology even larger than his extensive collection of idioms, profanity and one-syllable words. His familiarity with semantics rivals that of his best friend, Henry L. Mencken, who collects words professionally.

Growth of Joseph Katz Co. into an 80-man operation handling many large national accounts is a monument to his mental vigor and insistence on the obvious. Besides keeping his mitts in the accounts of his clients, he turns out selling copy for civic, religious and patriotic causes. During the war Joseph Katz Co. was task agency for the War Advertising Council. His public service, charitable and artistic activities run into the hundreds, many of them known only to him. He is active in the AAAA and has held office in the association.

He is a diligent student of advertising and maintains a collection of advertising lore. And he is constantly watching the growth and habits of media, including television. "AM and FM are being sold short," he says. "If television has a better story in costs and sales, it will beat out sound radio. My guess is that they'll all be here, competing for the ears and eyes of listeners. Television has a hell of a good start but it must outgrow the three-people-on-a-couch stage."

WWDC Interest

He is a stockholder, incidentally, in WWDC Washington. He figures department stores aren't taking advantage of radio. "Most of them use it as a cathartic instead of a food," he deplores.

At 60 Joseph Katz hasn't slowed down perceptibly, though he may spend more time at home. Even there he's jotting down copy on the back of envelopes as his churning mind keeps up its production rate. Some of his best copy was written that way.

Top Hooperatings for Five-Time-A-Week Sponsored Network Week-Day Programs

Program	U.S. Hooperating Net-weekly	U.S. Listening Homes	Estimated No. of Listeners
Right to Happiness	17.57	6,610,000	9,386,000
Stella Dallas	17.18	6,464,000	10,084,000
Lorenzo Jones	15.87	5,971,000	10,509,000
Young Widder Brown	15.79	5,941,000	9,327,000
Godfrey (Liggett & Myers)	15.42	5,801,000	9,224,000
Backstage Wife	15.30	5,756,000	8,864,000
Pepper Young's Family	15.15	5,700,000	8,949,000
When A Girl Marries	14.30	5,380,000	8,554,000
Portia Faces Life	14.21	5,346,000	9,195,000
Breakfast Club (Philco)	13.87	5,218,000	8,036,000

NOTE: Top 20 U.S. Hooperatings on sponsored evening programs listed BROADCASTING, April 18.

SONG WRITERS

Amateurs Air Creations

AMATEURS with songs they have tried vainly to get published, or put on the air, at last are getting a break on a novel radio show, *Top Tune Time*. Designed expressly to introduce new songs, the program is aired by WDAS Philadelphia and WFPG Atlantic City.

Top Tune Time is the property and brain child of Edward R. French, Ocean City, N. J., real estate man, who conceived the idea after trying unsuccessfully to have a song published for a friend, even though Mr. French had a relative in the song business in New York. Mr. French has had the weekly 30-minute radio contest for amateur song writers registered in the U. S. Copyright Office and licensed in Pennsylvania and New Jersey. Associated with him are Jack Newlon, a pianist, and Jimmy Loughran, a Philadelphia booking agent.

Each week four songs are selected from those submitted by amateur writers. They are played and sung on the air and listeners are invited to vote for the songs by postcard. On the fifth week, the winning tunes of the previous four weeks are played and the audience is invited to select from them the "Top Tune of the Month."

Author of the winning song on each of the four preliminary shows gets a cash award of $25. An additional $25, plus a radio, is given if his song wins the monthly contest. Each week's winning song is published and the author receives a royalty on each copy sold.

WSKB McCOMB

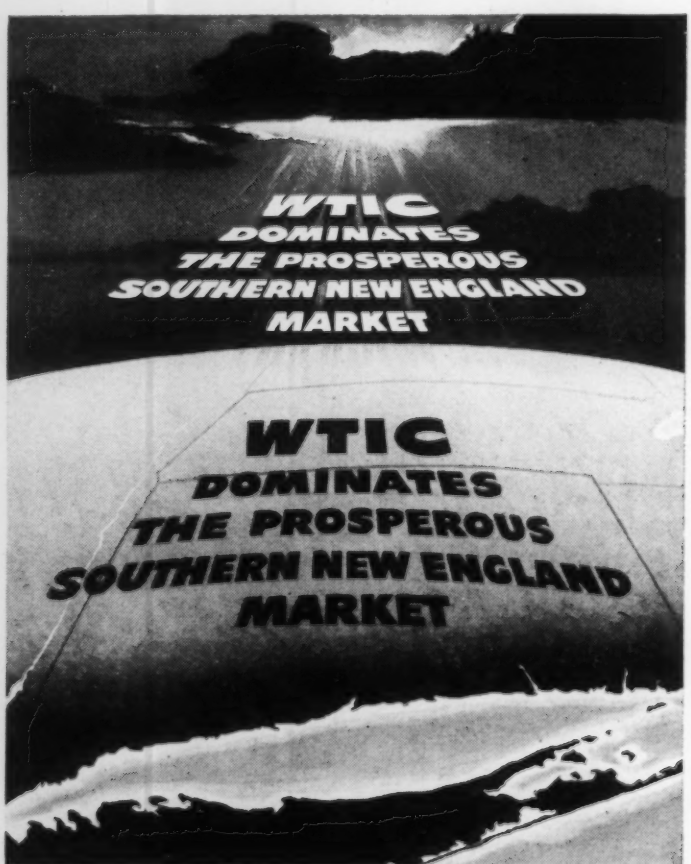
Ups Daytime Power to 5 kw

WSKB McComb, Miss., is now on a new frequency, 1250 kc, with higher power, 5 kw daytime and 500 w directional at night. Station formerly operated with 250 w on 1230 kc. Switch was made Easter Sunday. Station plans to increase nighttime power to 1 kw soon, according to George Blumenstock, general manager.

Mr. Blumenstock, Robert Louis Sanders, chief engineer, and Julia B. Blumenstock, program music director, original founders and owners of WSKB, started the station with 100 w 11 years ago.

Award to Lazarsfeld

THE 1948 Research Award of Kappa Tau Alpha, national honorary journalism society, will be awarded to Dr. Paul F. Lazarsfeld of Columbia U. for his book *Radio Listening in America*. Announcement was made Friday by Dean Frank L. Mott of the U. of Missouri's School of Journalism. Dr. Lazarsfeld won the award for "the best book on scholarly research in the field of communications." Presentation will be made May 6 during the 40th annual Journalism Week program to be held at the U. of Missouri, Columbia, Mo.



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

WSTC and WSTC-FM
STAMFORD, CONN.
The Gateway to New England
A B C Affiliate
Representative J. P. McKINNEY & SON

WTHI Terre Haute, Ind., completes negotiations with CBS to become affiliate of that network Sept. 23. L to r: Herbert V. Akerberg, CBS vice president in charge of station relations; Joseph Higgins, WTHI general manager, and William A. Schudt Jr., CBS director of station relations. WTHI, on 1480 kc with 1 kw fulltime, is now an ABC affiliate.

JUDGES NAMED

By IER for Program Entries

JUDGES of entries in the annual exhibition of educational radio programs at Ohio State U.'s Institute for Education by Radio [BROADCASTING, April 11] have been announced by I. Keith Tyler, Institute director.

They are Donley Fedderson, radio director, Northwestern U.; Kenneth Gapen, assistant director of information, U. S. Dept. of Agriculture; Hazel Kenyon Markel, WTOP Washington; Armand Hunter, Temple U.; Seymour Siegel, WNYC New York; Parker Wheatley, director of Lowell (Mass.) Institute's cooperative broadcasting council; E. W. Ziebarth, U. of Minnesota; Sig Mickelson, WCCO Minneapolis; R. Russell Porter, U. of Denver; H. B. McCarty, WHA Madison, Wis.; Thomas Rishworth, U. of Texas; Elizabeth Marshall, WBEZ Chicago; Paul Reed, Rochester, board of education; Edwin F. Helman, Cleveland board of education.

James MacAndrew, manager of WNYE (FM) New York, is coordinator.

IER PLANS

Columbus Sessions to Hear Coy May 5

FCC CHAIRMAN Wayne Coy will address the first general session of the Institute for Education by Radio in Columbus May 5 on "The Future of Broadcasting—AM, FM, TV and Fax."

Speakers are William Ware, president of the FM Assn., and general manager of WFMX, Council Bluffs, Iowa; Commdr. Mortimer W. Loewi, executive assistant to the director of DuMont Television Network, and John Hogan, president of Radio Inventions, New York.

A highlight of the four-day conference (May 5-8) will be a report on the 13th Annual American Exhibition of Educational Radio Programs at a meeting to be conducted by Dr. I. Keith Tyler, conference director.

"What Will Television Do to American Life?" will be explored by Oscar Katz, CBS research director. Julian Bryan, executive director of the International Film Foundation, will outline implications of TV with Martin Gosch, president of the Independent Television Producers Assn. ITP's general counsel, former FCC Chairman James Lawrence Fly, will preside. Two films, an educational documentary produced by Mr. Bryan and his associates and CBS *Television Today*, will precede the video session.

"Operation Classroom," recently launched TV project in Philadelphia's public and parochial schools, will be described in a work study session. The project provides specially-tailored television programs for classrooms.

Ruth Weir Miller, educational director of WCAU Philadelphia, will describe the "operation." Other questions to be considered at the TV sessions are: How television can be used to supplement traditional teaching tools, how it can aid in furthering adult education, and what steps college and university educators should take in using TV.

Dr. Tyler will take part in a "Television and Education" meeting, in which he will analyze educational potentialities and limitations of the medium. A symposium on "Practical Steps for Educators" is scheduled to cover discussions of institutionally-owned TV stations.

Those participating will include Carl Menzer, director of WSUI, U. of Iowa; Kenneth Bartlett, director of the Syracuse U. Radio Workshop; Elizabeth Marshall, program director of WBEZ, Chicago Board of Education station, and Robert Wagner, director of motion picture production at Ohio State U.

The General International session Saturday morning, May 7, will feature Norman Luker, North American director of the BBC, and Pierre Crenesse, French commentator who heads the French Radio System in North America. Topic is "Can Radio Contribute to World Peace?"

Erik Barnouw, Columbia U. radio director, will submit findings of the U. S. Public Health Service's VD campaign in a general session on "How Educators Can Use Radio Effectively." A panel on this subject will include Edward L. Bernays, New York public relations consultant; Charles F. Church, director of education and research at KMBC and KFRM Kansas City; Woodrow Strickler, adult education director, U. of Louisville; Richard B. Hull, NAEB president, and James F. MacAndrew, coordinator of broadcasts for the New York City Board of Education.

More than 1,000 broadcasters and educators are expected to attend, Dr. Tyler said.

COLLEGE RADIO

West Coast Meet Held

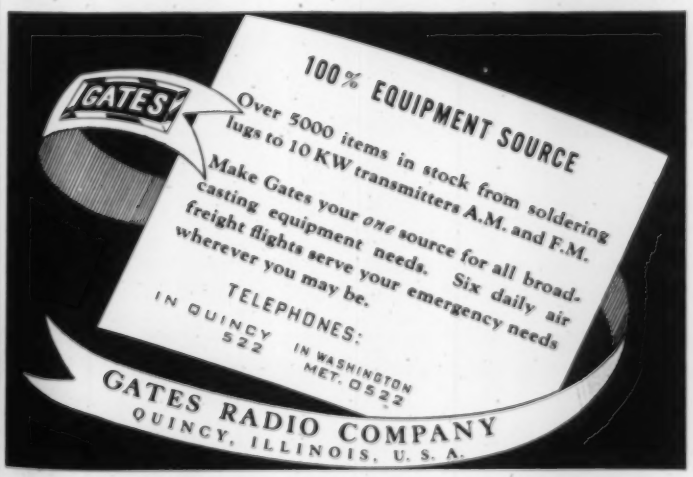
WESTERN college radio men convened April 23 at Stanford U. for a special meeting of Region 9 of the Intercollegiate Broadcasting System. Meeting was scheduled to hear a talk by George Abraham, national chairman of IBS.

Representatives attending afternoon and evening sessions met in special groups to discuss their specific problems — station management, sales and advertising, publicity, engineering, programming, traffic, music and continuity.

At an opening general session Mr. Abraham was scheduled to discuss college radio generally from a national viewpoint and report on current FCC activities, particularly as regards revision of carrier-current regulations.

Amateur Operators

A RESOLUTION expressing gratitude to amateur radio operators has been reported favorably without amendment to the House of Representatives by the Interstate & Foreign Commerce Committee. The report (410) was referred to the House Calendar.


GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
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GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

ANOTHER SERVICE TO OUR LISTENERS AND OUR ADVERTISERS

WSAM

WITH NEW AND GREATER TRANSMITTING FACILITIES.

SAGINAW'S FIRST STATION COVERING THE TRI-CITIES OF SAGINAW BAY CITY MIDLAND AND THE RICH SAGINAW VALLEY WITH NBC.

COMPLETE FM DUPLICATION

NATIONAL REPRESENTATIVE
HEADLEY-REED CO.

NBC WSAM 1400

RADIO BUILDING
SAGINAW, MICH.

ATHEIST SCOTT

KSFO Under Fire

ATHEIST Robert H. Scott of San Francisco—subject of FCC's controversial Scott Decision and who for years has crusaded for radio time to answer religious broadcasts—has asked the Commission not to renew the license of another station, KSFO San Francisco.

The charge: That KSFO has refused to give him radio time "for atheism and similar views although it regularly broadcasts religious programs, thus disregarding and defying the Commission's sufficiently clear instructions" in its Scott Decision.

The ruling referred to was that given by the Commission in mid-1946 denying Mr. Scott's request that the licenses of three other San Francisco stations (KQW KPO KFRC) be revoked on similar grounds. The FCC in that ruling, however, held that stations should give all views an opportunity to be heard, weighing each request according to the extent of interest in the listening area and the qualifications of the speaker [BROADCASTING, July 22, 1946]. The Scott Decision evoked widespread criticism and comment and was highlighted last fall during the proceedings of the House Select Committee to investigate the FCC [BROADCASTING, Sept. 6, 1948].

Mr. Scott said he applied for and was denied air time at KSFO last November. He held that the denial "clearly disqualifies that station under certain provisions" of the Communications Act "for a renewal of its license." He asked that "the operating license of radio station KSFO . . . be not renewed when it expires on May 1, 1949, except, perhaps, for a temporary renewal if a hearing or inquiry into this complaint should be ordered by the Commission." Mr. Scott indicated he had informed FCC Chairman Wayne Coy by letter in December that KSFO had denied him air time.

Mr. Scott's complaint against KQW (now KCBS), KPO and KFRC had been filed with the Commission in early 1945. He holds that the existence of a Divine Being is a public controversial issue.

FIRST 15 PROGRAM HOOPERATINGS—April 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell	276	Kaiser-Frazer (Weintraub)	26.8	23.5	+3.3	5
Original broadcast 25.0						
Added by 2nd broadcast 1.8†						
Radio Theatre	149	Lever Bros. (JWT)	25.4	23.6	+1.8	4
Jack Benny	174	American Tobacco (BBDO)	22.5	24.9	—2.4	2
Orig broadcast 19.8						
Added by 2nd broadcast 2.7†						
McGee & Molly	165	S. C. Johnson (NL&B)	20.0	26.3	—6.3	1
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	19.3	18.2	+1.1	12
Stop the Music (8-9)			18.9	—	—	—
(8-8:15, 17.3)	180	P. Lorillard (L&M)				
(8:15-8:30, 16.3)	180	Eversharp Inc. (Biow)				
(8:30-8:45, 19.6)	182	Speidel Co. (C&P)				
(8:45-9, 22.4)	180	P. Lorillard (L&M)				
Bob Hope	151	Lever Bros. (Y&R)	18.8	22.1	—3.3	7
Godfrey Talent Scouts	155	T. J. Lipton Div. Lever (Y&R)	18.7	19.6	—0.9	10
People Are Funny	164	B & W Tobacco (Seeds)	16.1	12.5	+3.6	39
Amos 'n' Andy	149	Lever Bros. (R&R)	15.6	23.7	—8.1	3
Duffy's Tavern	160	Bristol-Myers (Y&R)	15.1	17.2	—2.1	15
Mr. D. A.	160	Bristol-Myers (DC&S)	15.0	17.1	—2.1	16
This Your FBI	260	Equitable Life (W&L)	14.3	13.9	+0.4	25
Dennis Day	144	Colg.-Palm.-Peet (Bates)	14.1	12.7	+1.4	34
Suspense	164	Electric Auto-Lite (N-E)	14.1	—	—	—
Fat Man	214	Norwich Pharm. (Gumbinner)	14.1	12.9	+1.2	33

† Second broadcast on same day in some cities provides more than one opportunity to hear program.

TOP TEN DAYTIME HOOPER—April 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Our Gal, Sunday	84	Whitehall (D-F-S)	8.3	7.9	+0.4	3
Ma Perkins (CBS)	80	Procter & Gamble (D-F-S)	8.2	8.2	0.0	2
Arthur Godfrey			8.2	6.9	+1.3	12
(10:30-11:30)						
(10:30-10:45, 6.1)	166	Gold Seal (C-M)				
(10:45-11, 7.6)	166	National Biscuit (McCann)				
(11-11:30, 9.5)	165	Liggett-Myers (N-E)				
Grand Slam	48	Continental (Bates)	8.0	5.7	+2.3	21
When A Girl Marries	77	General Foods (B&B and Y&R)	7.8	7.4	+0.4	7
Big Sister	93	Procter & Gamble (Compton)	7.6	7.7	—0.1	5
Romance Helen Trent	84	Whitehall (D-F-S)	7.6	7.6	0.0	6
Guiding Light	84	Procter & Gamble (Compton)	7.3	6.0	+1.3	18
Widder Brown	146	Sterling (D-F-S)	7.2	7.1	+0.1	10
Pepper Young	153	Procter & Gamble (P&R)	7.2	7.2	0.0	9
Portia Faces Life	89	General Foods (B&B and FC&B)	7.2	7.2	0.0	8

WSB LABOR CASE

NLRB Orders Policy Change

THE NATIONAL Labor Relations Board April 11 ordered the Atlanta Journal Co., operating WSB Atlanta, to stop certain practices in its relationships with its employes and to bargain collectively, upon request, with the Atlanta local, American Federation of Radio Artists.

Specifically, NLRB said WSB must cease: (1) "Interrogating its employes or applicants for employment as to their union membership . . ."; (2) "threatening its employes with reduction in salaries or loss of pay if they choose" AFRA or any other labor organization; (3) "refusing to bargain collectively with Atlanta local" of AFRA "as the exclusive representative of all . . . staff announcers, excluding the barn dance announcer, the barn dance master of ceremonies, temporary announcers" and certain others, and (4) "in any other manner interfering with, restraining, or coercing its employes in the exercise of the right to self-organization, to form labor organizations, or to join or assist Atlanta local . . . [of AFRA] . . . or any other labor organization. . . ."

Budget Hearings

HEARINGS on House-passed legislation covering appropriations for State, Commerce and Justice Depts. are slated to begin Wednesday or Thursday, the Senate Appropriations Committee indicated last week. The measure (HR 4016) calls for $2,900,000 increase for State Dept.'s information and education branches, to include the Voice of America [BROADCASTING, April 11]. Last week the committee held hearings on a similar bill dealing with Agriculture's budget. They are expected to continue into this week.

ROBERT J. LEDER has resigned as account executive at WVNJ Newark, N. J., to become a partner and sales director of National Television Assoc., New York.

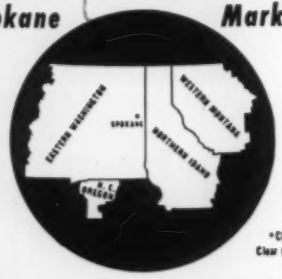
School Radio Book

RADIO IN CANADIAN SCHOOLS. By Richard Lambert. 52 pp. Toronto and Regina: School Aids and Text Book Pub. Co. 50¢.

RICHARD LAMBERT, supervisor of school broadcasts, Canadian Broadcasting Corp., Toronto, deals with all phases of school broadcasting in his booklet *Radio in Canadian Schools*. Divided into five chapters, the publication concludes with a specimen school script prepared by CBC for the British Broadcasting Corp. on Niagara Falls. Topics covered in the booklet include reasons for radio in the classroom, types of programs available, suitable receiving equipment, using the broadcasts, other educational uses of radio, and preparation and follow-up of broadcasts.

RADIO SPOKANE KGA

50,000 WATTS of PROTECTED* Persuasive Power that Completely Covers the BILLION DOLLAR Spokane Market



*Class I-B Clear Channel

RADIO SPOKANE KGA

OWNED AND OPERATED BY LOUIS WASMER

American Broadcasting Co. Affiliate

Radio Central Building
Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

CHNS

The Shortest Route To Results in This Area Is Via

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

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JOS. WEED & CO.
350 Madison Ave., New York

5000 WATTS NOW!

AGREEMENT
On ASCAP Music Extended

TELEVISION committees of NAB and ASCAP have agreed to extend for another month the present arrangement which permits the use of ASCAP music on television without licenses. However, when an agreement is reached, fees will be retroactive to Jan. 1, 1949.

Original gratis television licenses were terminated by ASCAP as of the end of last year. The interim arrangement became effective Jan. 1, running to March 31, when it was extended through March, then through April and now through May.

Two major difficulties confront the committees: (1) The broadcasters desire to make dramatic musical presentations, involving rights which ASCAP does not control, and (2) a suitable formula for setting video fees must be found. The NAB delegation is said to favor retention of the formula used for sound broadcasting, with the ASCAP group feeling that the peculiar problems arising from visual as well as aural presentation of their tunes call for new licensing procedures. Both sides, however, report that their meetings are harmonious.

POLK CASE
Not Closed Says Brother

DESPITE the conviction of Gregory Staktopoulos, Greek newspaperman who was found guilty last Thursday of complicity in the murder of CBS Correspondent George Polk, "the case cannot be considered closed," William Polk, the victim's brother declared last Thursday. Mr. Staktopoulos was given life.

Two others, tried in absentia, were charged with the actual murder and sentenced to death, while Mr. Staktopoulos' mother was acquitted. Mr. Staktopoulos was accused of leading Mr. Polk to his death on the pretext of taking him to interview a Greek guerilla leader. The correspondent's body was found in Salonika Bay May 16.

PHOTOGRAPHIC proof is submitted by Empire Coil Co. to show that construction on its television station, WXEL (TV) Cleveland, is nearing completion. Controversy arose over Empire's suit against Zenith Radio Corp. for the latter's "obsolete" ads [BROADCASTING, March 28]. In answering Empire charges, Commdr. McDonald of Zenith asserted "This company [Empire] has a CP for a television station in Cleveland which it received in December 1947 and they haven't put up a station yet."

VIDEO'S SET SALES POTENTIAL
2,710,000 in 1949—Sylvania Electric

AS MANY as 2,710,000 television sets could be sold by the industry in 1949—a figure more optimistic than previous estimates, according to a survey made by Sylvania Electric Products Inc.

The figures were given out April 7 in New York by Frank Mansfield, Sylvania director of sales research, who reported on a study directed by the company in "Attitudes of Non-owners of Television."

He explained, however, that the figure he gave out would not be realized under present conditions of salesmanship, promotion, programming, and confusion regarding pricing, frequencies and screen size.

Under present conditions, he said, the probable volume of set sales for the 12 month period would be 1,580,000.

The survey was made by interviewing a cross section of 1,686 non set owners in eight television areas. It discovered a "terrific increase" in the interest in television since a 1945 Sylvania survey.

According to the current survey, three out of four families in television areas have purchased, intend to purchase or are favorable toward television. In 1945, less than half had a comparable interest. In 1945 about 9,630,000 families could be considered prospects. But now, with new television areas, 16,600,000 could be so considered—an increase of 70%.

Presence of children in the family has an important effect on the interest in television. If a family has children, it has a 50% chance of being more interested than has a childless family.

Number of families serious about set buying is 4,600,000 or about 28% of all non-owners in the television areas. About 77% of the potential prospects earn less than $100 a week. Families without sets gave a variety of reasons for not yet buying, but 66% either said they were waiting for a cheaper set or "can't afford it right now." Only 4% said they were waiting for better programs.

FISCUS COVERAGE
Two TV Stations Honored

SCROLLS in recognition of television coverage of the Kathy Fiscus tragedy were presented to managers of two Hollywood, Calif. TV stations at a meeting of the Academy of Television Arts and Sciences in Hollywood last Tuesday.

Receiving the scrolls on behalf of their stations were: Klaus Landsberg, KTLA (TV) general manager and West Coast director of Paramount Television, and Harry Witt, KTTV (TV) general manager. Presentations were made by Syd Cassyd, associate publisher of *TV*, a local television periodical.

Paul Mowrey, ABC national director of television operations, who addressed the meeting, said the principal question networks are asking is: "How long will it take to get into the black?" Mr. Mowrey added that he thought television offered ABC a greater chance for decentralized programming in Chicago and Detroit than is the case in radio. Chicago, he said, is feeding eight and a half hours weekly to the eastern TV network through WENR-TV.

Referring to San Francisco as the only city where TV set sales are at a virtual standstill, Mr. Mowrey declined to explain why.

BROADCASTING's regular monthly TELECASTING insert follows page 50. In addition pages 49 and 50 are devoted exclusively to television news.

WHAT IS THE LOWEST COST PER THOUSAND STATION IN CINCINNATI?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

WOC **FIRST IN THE QUAD Cities**

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA

FREE & PETERS, INC., National Representatives

MARY PICKFORD

Files for N.C. Video Outlet

MARY PICKFORD, formerly the country's top motion picture actress, last week filed applications with FCC for new commercial television stations in Durham and Winston-Salem, N. C.

Channel 4 (66-72 mc) is requested at Durham with effective radiated power of 18.5 kw visual and 9.25 kw aural with antenna height above average terrain of 500 ft. At Winston-Salem, Channel 6 (82-88 mc) is requested with ERP and antenna same as Durham. Estimated cost of the Durham outlet is given as $208,050 and Winston-Salem $207,800. Both stations would cost $50,000 per year to operate at first. Expected revenue is unknown.

Filing under the name of Mary Pickford Rogers, the movie star told the Commission her net worth is $2,454,000 and net income for the past two years has been $50,000 annually. Miss Pickford is president and part owner of Comet Productions Inc., Triangle Productions Inc. and Artist Alliance Inc., all Hollywood, and is 50% owner of United Artists Corp., New York.

RTDG AGREEMENT

Terms Reached With ABC

Long, drawn-out negotiations between Radio and Television Directors Guild and ABC have been concluded under which television directors will start at $120 weekly, get $125 after six months and $130 after nine months.

Associate directors and floor managers are to be paid $80 upon being hired, $87.50 after six months and $95 after nine months. The agreement is retroactive to Jan. 22 and will expire Dec. 31, when all RTDG network agreements terminate.

Upcoming

May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 6-7: Florida Assn. of Broadcasters, Ponte Vedra Hotel, Jacksonville, Fla.
May 11: NAB Broadcast Advertising Bureau Committee, NAB Hdqrs., Washington.
May 12-14: Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.
May 19: Southern California AAAA meeting, Los Angeles.
May 26-27: Virginia Assn. of Broadcasters, Williamsburg, Va.
May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.
June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 26-30: Advertising Assn. of the West, 46th annual convention, Hotel Vancouver, Vancouver, B. C.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Nothernaire Hotel, Three Lakes, Wis.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Nov. 11-12: NARND Convention, New York.

WOR-TV

Details of Tower Construction Revealed by Station

WOR-TV New York last Friday unveiled details about its 760 foot steel tower, now being constructed on the rim of New Jersey's Palisades, which rise 240 feet above the Hudson River. To be higher than the Eiffel Tower, and within 200 feet of the height of the Empire State Bldg., the tower has now risen to 380 feet and is rising at the rate of 30 to 60 feet a week.

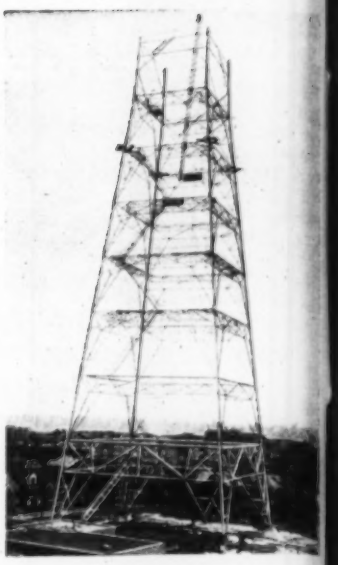
On its completion, expected this summer, the structure will be topped by a 50-foot, six-bay turnstile television antenna. The tower's total height of 1,050 feet above sea level makes its height second only to that of WNBT (TV) New York for the area.

With its 20,000 ton base imbedded in solid granite, the tower itself will weigh more than 420 tons. It will withstand winds up to 120 m.p.h., faster than any ever recorded in this area. In addition, it is grounded against electrical storms and will act as a protecting lightning rod for North Bergen and surrounding towns.

The structure will house an official thermometer and windspeed indicator for use of U. S. Weather Bureau officials. Also at the 555 foot level, a glass-enclosed microwave relay station will pick up broadcasts from mobile units and remote originations for re-telecast. The microwave relay station will also serve as an electrical distribution unit, feeding power to the tower's lights, sign and other facilities. The structure will also house one-bay circular antenna for WOR-FM. Antenna bays, TV and FM alike, will be equipped with calroid resistors to prevent ice formations on the bays.

At the tower's base, a one-story brick and glass transmitter building, with 5,000 square feet of floor space, will house a complete kitchen and garage space for the station's mobile units as well as a 5 kw, GE Type 6B visual tranmitter operating at 2.04 kw, and a 2.5 kw GE Type 6B aural transmitter to operate at 2.5 kw. Output of both will be combined in a diplexer unit for simultaneous transmission.

The tower was designed by the Lehigh Structural Steel Co., Allentown, Pa., and is being erected by the Terry Steel Erectors Co., New York. Nahoney-Troast Co., Passaic, N. J. is general contractor. Architects for the building are Voorhees, Walker Foley & Smith, New York, who designed WOR's transmitter building at Carteret, N. J.



WOR-TV's Tower Construction

* * *

L. A. VIDEO PLAN

Wide Promotion Shaping

CHALLENGING all cities for the number one spot in television is Los Angeles, where the city's Chamber of Commerce and the Hollywood chamber are shaping a campaign around "Make Hollywood the Television Capital of the World."

Chairman of the committee is Glenn Wallichs, president of Capitol Records. Working with the committee is John Kingsley, president of Hollywood C. of C. At monthly meeting of the Academy of Television Arts & Sciences, Mr. Kingsley talked about the campaign but gave no clue to how it could be done. Other members of the committee with Mr. Wallichs are: Syd Cassyd, associate publisher *TV* magazine, vice chairman; Elmo Williams of Dunn-Williams Productions; Vid Rosner, display director, Joyce Shops; John Goetz of Televentures.

TALENT UNION

TV Plan Gets 'Equity' Okay

PLAN for the 4As television authority, which would be a permanent union for video talent, has been given the editorial blessing of *Equity*, the official organ of Actor's Equity.

The editorial was headlined "Television Agreement Must Have Its Chance" and it indicated that Actor's Equity believed all members of the 4As were striving in good faith and in a spirit of cooperation for a television solution.

Significance of the Equity position is that no talent solution in television is possible without its assent. Failure of Equity finally to go along on a much buffeted proposal for talent unions to merge killed such an effort last winter.

At present, a committee composed of members of Actor's Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists is working out the details of the new authority [BROADCASTING, March 21]. These unions are all members of the Associated Actors and Artists of America.

The editorial also referred to the merger, saying:

For those who believe that ultimate merger of all branches into one big union is still the goal which should be sought, this essay into a joint trusteeship is a first and long step.

If we can work together fairly and amicably and reasonably for the organization and administration of television, it will be a shorter and easier step to expand that cooperation to other matters.

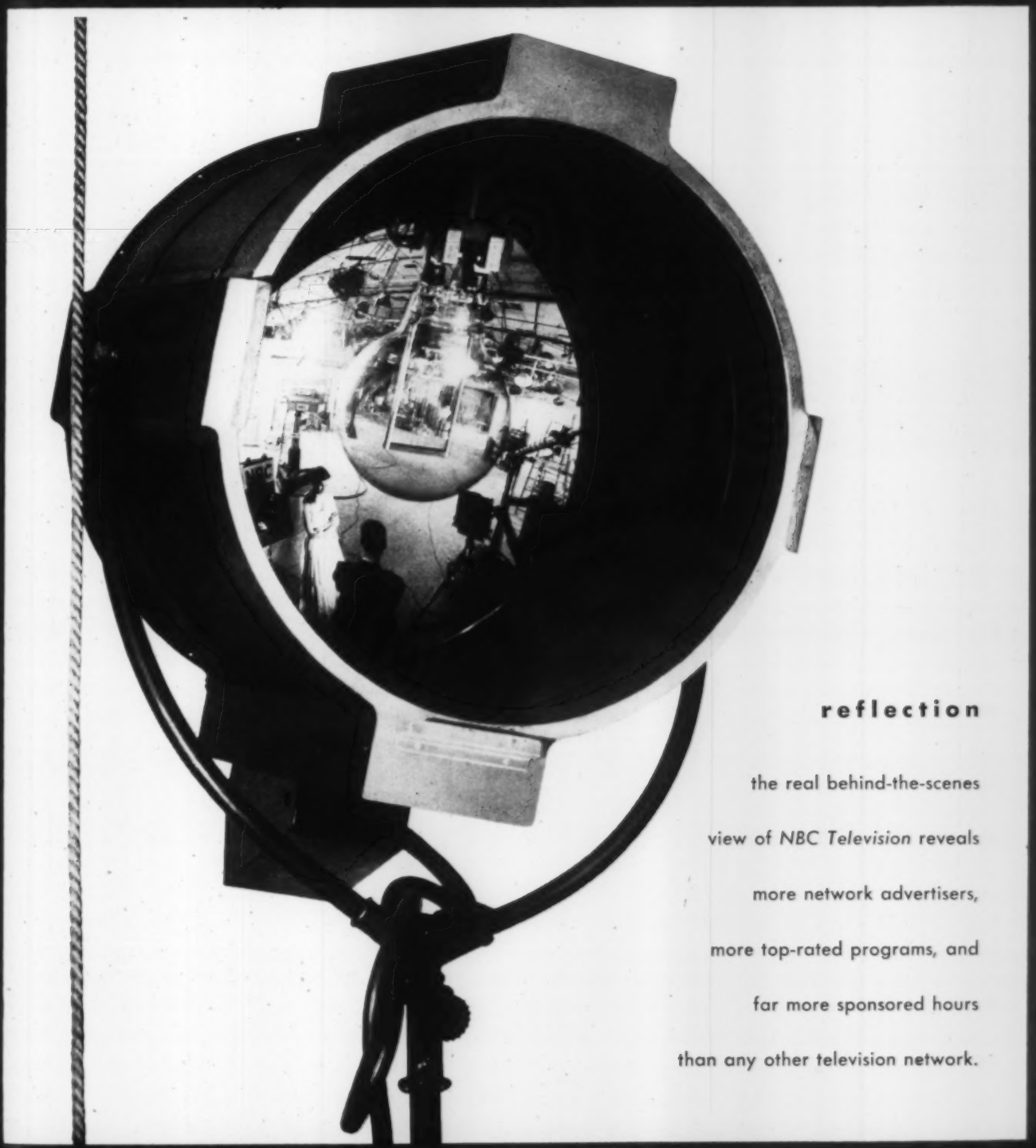
But first of all that committee has to meet and solve those problems on the level of television.

NBC-TV signed its 38th affiliate, WSYR-TV Syracuse, N. Y., during the NAB Convention. Present were (seated, l to r): Easton C. Woolley, NBC director of stations; Col. Harry C. Wilder, president of WSYR and WSYR-TV, and Sheldon B. Hickox Jr., NBC station relations manager; (standing), E. B. Lyford, network assistant station relations manager, and E. R. Vadeboncoeur, WSYR-TV vice president-general manager. Contract is effective Sept. 12.

APRIL 25, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



reflection

the real behind-the-scenes
view of *NBC Television* reveals
more network advertisers,
more top-rated programs, and
far more sponsored hours
than any other television network.

WHAT'S NEW IN TELEVISION? **TAKE A LOOK AT WPTZ!**

Top TV Testimonial

"... Program Renewed for Another 52 Weeks!"

Here's a letter received recently from Edmund H. Rogers, of Gray & Rogers, Philadelphia advertising agency. We think it speaks for itself.

"I THOUGHT perhaps you would like to know the opinion of the Agency and our client Barbey's, Inc., brewers of Sunshine Beer, Reading, Penna., in regard to the value of their television program which has been televised over WPTZ for 52 consecutive weeks.

"We all feel that the Sunshine Sportsman's Show has done more to identify the name 'Sunshine' in the Philadelphia area than any other advertising we have done in the past few years. It undoubtedly has made Philadelphians more conscious of the fact that there is a beer by the brand name 'Sunshine' than they have ever been before.

"The fact that we have expanded the time of this show and have renewed it for another 52 weeks is ample testimony to our continued faith in this show and your station."

We'd like to add that if you are interested in television's second largest market and how WPTZ's experience and facilities can help you make the most of it, please drop us a line or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

APRIL 25, 1949

FAIR REPORT

Chicago Store 'Sold on TV'

L. H. FOSTER
Sales Promotion Manager
The Fair Store, Chicago

THE FAIR started experimenting with television in December 1945 when there was just one station [WBKB] in Chicago and only about 400 receiving sets. We agreed to fill up 15 minutes of time and that's about all it amounted to.

In order to acquaint as many people as possible in the Fair Store with television we called for volunteers to write scripts and act in what amounted to straight fifteen-minute commercials on various products found in the store.

Since the writing was amateurish and the acting was amateurish what came out of the receiving sets was pure unadulterated corn, but at least a great many people in our organization learned about what could and couldn't be done at that time.

Ultimatum

The station finally delivered an ultimatum that we had to at least attempt a more professional program and we took our radio newscaster, Bill Hamilton, and set up twelve minutes of *Fair Store News* followed by a three-minute commercial.

By the use of maps and still photographs furnished by one of the newspapers, we gradually built a presentable news program but the commercials continued to be a very serious problem.

In the fall of 1947 we contracted with NBC in New York to fly us each week a duplicate print of their own television newsreels. We followed these with three or four-minute commercials presented by professional actors and actresses. We continued this until the spring of 1948 when the increased time charges and the increased cost of producing the commercials grew all out of proportion to the sales results.

We also felt that we had received the maximum returns in publicity and prestige and therefore decided to discontinue our programs until the number of sets increased materially.

Several months later WBKB started an hour program every day in the morning slanted to the feminine audience. Fifteen minutes of this program was called *Shopping With Dinny* and was started as a participating quarter-hour.

Dinny supposedly shopped the various stores in Chicago and brought to the studio interesting gadgets, articles of apparel, luggage etc. that she thought her audience would be interested in. The cost was only about one tenth of the cost of our own program and, much to our surprise, the immediate results were just as great and, after a short time, the sales results were much greater than our own program results had been.

AN EARLY experimenter in television advertising, the Fair Store in Chicago began using the medium in December 1945 when there was only one video station in the area and only about 400 receiving sets. Mr. Foster here reports on the growth of the store's television activities, explaining step-by-step the change from "amateurish" to professional production. He predicts that consumer advertising "could easily be revolutionized in the next few years" if television continues to change living habits as it has done to date.

The beauty of this participating program was that it took very little time on our part to line up the articles of merchandise and prepare the short descriptions, while the three-minute commercials on our own program involved a great deal of expense and the time and effort of two or three people in our advertising department.

Time for Video

Our regular weekly news program calls for the preparation of approximately 50 to 100 commercials each week and we found that the one single three-minute commercial on television was taking a great deal more time than the total of our radio commercials.

Therefore, we were quite disappointed when the television station decided to discontinue the participating program due to the fact that they could not interest enough other stores to make it profitable from their standpoint.

At the moment, therefore, the Fair is not using television but we will be back on the air first, when some station develops a good participating program and/or second, when the number of sets in Chicago increases substantially in numbers and the time costs and production costs stay down where they are now or increase only slightly.

The Fair allocated 10% of its advertising budget to radio and TV. When the Fair started TV programming (and all during the war in an experimental stage to December 1946), there were 485 TV sets in Chicago, as compared with 57,000 (as of Nov. 30, 1948), all in two years. When the Fair started its program the time was free and production costs amounted to only about $25 weekly. At the time the program was dropped, the Fair was spending $250 weekly, about $10,000 annually, including time costs and production.

These conclusions of relative costs etc. naturally apply to our own business only. In other words, our problem, that of getting enough people into one single store, is a little different from the problem of cigarette manufacturers, a beverage distributor or the wholesaler of a food product. With thousands of outlets in the Chicago territory, they can afford a much higher cost in producing an individual show than we can where we have to funnel the sales response into one and only one location.

We are very much interested and very much sold on television. Judging by the change in the living habits of my own family and those of my business associates who have television at home, I feel safe in predicting that consumer advertising could easily be revolutionized in the next few years if television continues to change the home life of the masses in the same way that it has changed the reading and listening habits of the owners of present day television sets.

Mr. FOSTER

OLSEN, JOHNSON

To Be on NBC TV Network

BUICK MOTORS Division of General Motors, Flint, Mich., through Kudner Agency, will place the hour-long Olsen and Johnson telecast on NBC-TV, rather than CBS-TV, as previously expected. Time clearance difficulties at the latter network, made the switch necessary.

The Olsen and Johnson show will take the time slot vacated by the Milton Berle show sponsored by the Texas Co., also through Kudner, Tuesdays, 8-9 p.m. Mr. Berle will take a 13-week vacation after his June 14 telecast, with Olsen and Johnson moving in on June 28. When the Texaco show returns in the fall Kudner plans to move Olsen and Johnson to an 8-9 p.m. time spot on Thursday or Friday, probthe former, but will remain on NBC-TV

'WPIX THEATRE'

Two Sign for Film Series

NASH-Kelvinator Corp., Detroit (refrigerators), and American Tobacco Co., New York (Pall Mall cigarettes), are participating sponsors of *WPIX Film Theatre*, weekly series of 36 British films telecast Friday evenings on WPIX (TV) New York. Geyer, Newell & Ganger, New York, is agency for Kelvinator Refrigerators; Sullivan, Stauffer, Colwell & Bayless, New York, for Pall Malls.

In addition to securing the New York video rights for this series of English films, which it began telecasting April 22, WPIX also telecasts Sir Alexander Korda films each Wednesday evening and a daily *Six Gun Playhouse* series of Westerns.

TWG Meetings

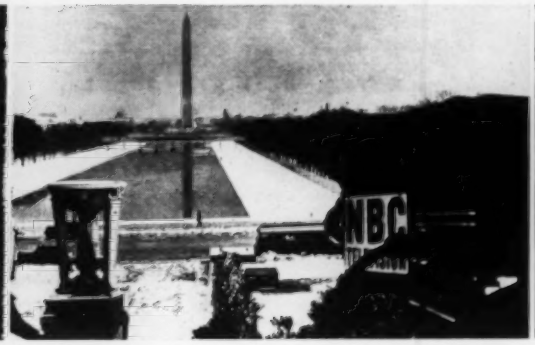
RCA's Johnny Victor Theatre in New York has been made available to the Television Writers Guild for the new union's craft meetings on video writing. Meetings will be held May 5, May 19, June 9, June 23, and July 14 [BROADCASTING, April 18].

TEN years ago an RCA television receiver looked like this.

ONE of the first big events covered by television was the 1939 World's Fair. This picture was taken off the receiver tube.

PRESIDENT Roosevelt opens the World's Fair in this tube shot.

ANOTHER big event for NBC-TV was the Republican National Convention in 1940, which was telecast from Philadelphia.



LINCOLN's birthday in 1946 saw the opening of the coaxial cable between Washington and New York and this NBC telecast from the Nation's Capital.

AN exciting point in the 1947 Louis-Wolcott fight is shown in this off-the-tube picture, with the champ on the floor.

TV MILESTONE

NBC Marks Ten Years of Regular Telecasting

TEN YEARS ago this week a full-page advertisement in New York's daily newspapers carried the headline: "TELEVISION GIVES ITS 'COMING-OUT PARTY' SUNDAY."

"New York looks forward to next Sunday as its proudest day; the day when Mr. Grover Whalen will ring up the curtain on the world's greatest World's Fair," the text began.

"But," the advertisement continued, "April 30th, 1939, will glisten in the pages of history for an entirely different reason. It will be commemorated as the day when Television gave its first real 'coming-out party' in the U.S.A. At 12:30 p.m. next Sunday, the National Broadcasting Company launches a new Telecast series with a program to cover the World's Fair opening, featuring a sight-and-sound address by the Nation's President."

This glowing tribute to the inception of regular television broadcasting in New York, first regular video service ever offered in this country, was given not by NBC nor by its parent company RCA but by a rival set manufacturing company, Allen B. DuMont Labs. The ad noted that "seated in easy chairs before DuMont Television Receivers, and in many leading stores, scores of New Yorkers will see and hear a three-and-one-half hour panorama of these dedicatory ceremonies. . . ."

In its first year of regular telecasting, W2XBS, which became WNBT when commercial TV licenses were issued, broadcast 601 hours of programs, including at least one live studio dramatic program a week. NBC's record of the year's highlights, however, lists chiefly remote pickups—six-day bicycle races, a baseball game, a tennis match, a football game, a hockey game, Macy's Thanksgiving Day parade, etc.

1940 Simulcast

An exception was Lowell Thomas, who on Feb. 21, 1940, began the first simulcast series in American television, when his commentaries for Sun Oil were broadcast before the camera as well as the microphone. Like other sponsors then experimenting with television in those days before full commercialization was permitted, Sun Oil paid only the costs of the studio presentation for television; the TV station carried the program as a sustainer until July 1, 1941, when the FCC authorized commercial telecasting.

Within two months after that date, WNBT had broadcast commercial TV programs sponsored by Adam Hat Stores, Bulova Watch Co. (whose TV time signal was the first video commercial ever telecast), Botany Worsted Mills, Frank H. Lee Hat Co., Lever Bros. (Spry), Procter & Gamble Co. (Ivory Soap), Sun Oil Co., and Blommingdales and Abraham & Straus department stores.

At that time WNBT was presenting 15 hours of programs a week, of which 45.6% was outdoor pickups, 32.7% studio programs and 21.7% films. There were then some 4,700 sets in the New York area, with 80% tuned to evening and 55% to daytime programs. Audience response cards were sent out each week by NBC and returned by viewers who checked the programs as excellent (3), good (2), fair (1) or poor (0). A tabulation of returns produced an average rating of 2.07 for the summer's telecasts.

With the advent of the war, production of video sets stopped and television broadcasting settled down to a skeleton schedule of a few hours a week, marking time for the duration. WNBT demonstrated the value of television as an educational medium by telecasting a training course for New York's air raid wardens. Most of them witnessed the training programs via 80 video receivers installed by NBC in the city's police precinct stations. Begun in the mid months of 1942, this course was taken by 148,000 wardens before its climax in 1943. A two-month fire guard course, broadcast by WNBT immediately following that for air raid wardens, aided in training 14,400 fire guards.

In October 1943, WNBT began a series of sports telecasts, installing sets in military hospitals around New York so the programs could be enjoyed by wounded service men. Official Army and Navy films also were telecast in a weekly series, *The War As It Happens*.

In June 1940, WNBT had telecast the Republican National Convention in Philadelphia, making its first use of AT&T's coaxial cable between Philadelphia and New York to bring convention scenes to viewers in the New York area. In 1944, when both major political parties held their conventions in Chicago, special video newsreels were flown to New York and telecast by WNBT.

14 Hours on V-E Day

On May 8, 1945, V-E Day, WNBT aired the longest continuous telecast attempted by television to that time — 14 hours of prayers, speeches, interviews, music and pick-ups of the crowd in Times Square. A similar but shorter telecast marked V-J Day.

With the return of peace, WNBT stepped up its video schedule, which had dropped from 550 hours of programs in 1941 to 420 in 1942, 210 in 1943 and 278 in 1944. In 1945, the station aired 598 program hours and 721 in 1946. By the spring of 1948, WNBT's program schedule comprised 35 hours a week. This spring, 1949, it is up to 56 hours a week, with 125 individual programs being telecast.

On Feb. 12, 1946, the coaxial cable between New York and Washington was opened for video use

with a pickup of the Lincoln's Birthday ceremonies in Washington. The program was telecast simultaneously by WNBT, WCBS-TV (CBS) and WABD (DuMont), all New York. WCBS-TV and WABD, like WNBT, had begun operations shortly before the war and had carried on through the war years with limited program schedules. In 1948 they were joined by three more TV stations serving New York viewers—WJZ-TV, WPIX and WATV. The final station allocated to that metropolitan area, WOR-TV, is scheduled to begin operations this June.

With the extension of network facilities, by radio relay as well as coaxial cable, linking New York to Boston and Richmond in the East and to Chicago and St. Louis in the Midwest, WNBT now serves primarily as the originating station of NBC's video network programs. It confines its purely local service to the hours of 3-4 p.m. and 6-7 p.m. on weekdays and 10 a.m. to noon on Sundays. Station has dropped baseball from its schedule this year so as not to interfere with its network programs.

"Television is here," the DuMont advertisement declared in the last week of April in 1939. And with prophetic vision, it continued: "Sooner than you realize it will play a vital part in the life of the average American, enriching his daily opportunity to SEE and hear what's going on in the world. Sooner than you realize . . . regular television schedules will include 'on-the-spot' telecasts of every major event in the news, in sports or in the entertainment field."

from Tele-Tips WLW-T

OLYMPUS MINSTRELS

Here is entertainment that capitalizes on the new "look-see" technique . . . and captivates Sunday evening audiences of WLW-T. The troupe of twenty five is complete with interlocutor, end men, soloists, quartet and 15-piece orchestra. With all of the sight and sound appeal of the old-time minstrels, this half-hour show is a natural for selling the WLW-T market.

WLW-T CINCINNATI

Crosley Broadcasting Corporation

TV PROGRESS

Johnson Urges Action

THE GOVERNMENT should "push forward a program" to assure for the public every development and improvement in television "as soon as possible" as well as to prevent "monopoly control" of transmission and reception equipment and program material, Sen. Edwin C. Johnson (D-Col.) declared in a telegram to Minneapolis *Labor Review*.

In reply to the newspaper's request for a statement on television set purchases, Sen. Johnson, head of Senate Interstate & Foreign Commerce Committee, expressed views which appeared to be the calm before the storm on the Senate floor last Wednesday when he took FCC to task generally for its policies on radio and television and for alleged monopoly sympathies (see separate story).

"Commission and industry have been trumpeting for years that present 12 channels will not provide nationwide service," he stated. ". . . Now idle upper frequencies will provide space for some additional 70 channels and make possible not only nationwide service but more independent operation by hundreds of individual owners rather than network control by a few corporations."

Warns Against Delay

Warning that "delay in such matters plays into the hands of certain large interests in this industry," Sen. Johnson contended that when ultra high frequencies are opened up and color is authorized, "billions of dollars now being invested by the people will be lost to them." Switch would require major changes in today's TV sets or replacement by entirely new sets, he asserted.

"Styles in television will change like Paris dictated women's styles in clothes," he said. "Commission's reluctance to inform public fully and simply and their leisurely consideration of authorizing more channels and color is deplorable particularly when every informed person knows it must and will be done."

Sen. Johnson termed it obvious that "after present lower channels and non-color has been exploited fully the change will be made and the second skimming of the cream will begin."

He said it is "imperative that the government push forward a program to make certain not only that the public has every development and improvement in this great art as soon as possible but also that monopoly be prevented."

TELEVISION SCIENCE course started by Seattle Local 154 of IATSE has won "exceptional" response, according J. H. Simpson, Local's secretary.

. . . why you want to reach the *whole* family with your advertising message . . . yet it *is* a mystery that delivers this all-family audience.

WGN-TV's "Television Mystery Players" is:

the *highest** rated local dramatic program in Chicago, and the *third highest* rated dramatic show in *all* Chicago television.

. . . a top notch performance . . . well worth considering when you plan your Chicago advertising campaign.

"Television Mystery Players" is currently available for your sponsorship. If you are looking for a high rated program . . . a great family audience . . . at an amazingly low cost . . . this show will fill the bill.

*Two different surveys show that there are only two higher rated dramatic shows (higher by a small margin) in Chicago—and these are both network originations costing ten times as much.

DUMONT WGN-TV CBS

CHANNEL 9 · CHICAGO

A GREAT TV FILM BUY!

CUSTOM MADE
ONE MINUTE
TELEVISION
FILM
FOR ONLY
$150.00

35 MM
16 MM

Additional prints at low cost!

Price Includes
* Artful production
* Animated tricky titles
* Effective illustrations
* Sound on film (consists of off-screen voice and music)

★

Quickest service from America's leading producer of spot message Motion Pictures for over 30 years

Save Time - Save Money
Write or Phone . . . .

Filmack Trailer Co.
1327 S. Wabash Ave . . . CHICAGO
Phone Harrison 7-2395

CANADIAN TV *Licensing of Independents Again Deferred*

LICENSING of Canadian independent television stations has been deferred again by the board of governors of the Canadian Broadcasting Corp., it was reported April 11. The ruling was made after private broadcasters had urged that all border TV channels be assigned at once.

The CBC board, which held hearings on television at Ottawa April 7-9, stated that applicants at Toronto and Montreal should cooperate to build and operate a single station under one license for a trial period and until a newly appointed Royal commission recommends a permanent Canadian TV policy.

The position taken by the CBC board was based upon economic reasons, and, it was believed, also upon the fact that border allocation agreements with the U. S. still are to be finalized. The proposed changes in border allocations within the two countries and the tentative agreement itself met with heated opposition within the U. S. last summer when it was made public by the FCC [BROADCASTING, July 12, 1948].

Completion of the negotiations appears to be chiefly dependent upon the U. S. and FCC at the present. Specifically, the border proposals are incorporated in the Commission's plan to reallocate television throughout the country, based on new engineering data, which has been under study for some time. Whatever revision in standards and allocations which the FCC decides upon in lifting the current "freeze" on TV grants would affect the border negotiations.

Th CBS board fortnight ago assured the present applicants that they would have priority if more independent stations were to be licensed in one city. The board indicated that it felt commercial revenue possibilities were very slim at the present in Toronto and Montreal because there are few TV receivers in those areas.

The CBC board indicated it would not allow more than one independent and one government-owned CBC station in each city for the near future. CBC Chairman Dave Dunton at Toronto stated that the first CBC outlets would be operating by fall of 1950 at the latest and that certain independent stations might be telecasting before that time, dependent upon equipment availability.

Before the CBC board session, the independent Canadian broadcasters who have TV requests pending for Toronto and Montreal had met in those cities to consider the problem. They suggested to the CBC board that the policy of one independent TV outlet per city be changed so Canada would not lose any of the three channels assigned to Toronto and any of the five assigned to Montreal. While urging multiple grants, they did suggest to CBC that pooled facilities be allowed as an economy measure.

This suggestion was that the best transmitter site be picked in each city and one transmitter building and studio building be constructed to house jointly all facilities of the several stations.

The pending applicants which were heard by the CBC board include: CKEY and CFRB Toronto, CKAC and CFCF Montreal, CHML Hamilton, CKLW Windsor-Detroit and Canadian Famous Players Corp., Toronto, having moving picture interests.

Meanwhile it also was reported that the Canadian musicians' union has intimated that it will require all television stations in that country to employ only Canadian musicians.

CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

Sheraton Video

THE SHERATON and Penn-Sheraton Hotels, Philadelphia, are looking into the problem of installing TV sets or screens in rooms. A video system is being tested by which room sets would be attached to a central receiving unit. A closed circuit transmitter also would telecast menus, news of hotel events, conventions, etc.

WEEPING STATUE
WHEN Telecasts 'Miracle'

THE NOW famous crying statue of St. Anne wept for television cameras of WHEN Syracuse on Thursday, April 14, before an estimated 50,000 viewers in the Syracuse area. The station is owned and operated by Meredith-Syracuse Television Corp. Shirley Ann Martin, Syracuse child, attracted nationwide attention when reports told of a seeming miracle—genuine tears coming from the eyes of a three-inch plaster statue head when the child kissed it.

Throngs, including reporters and photographers, whom the station claims to have scooped, jammed the studios, and 450 people crowded the lounge to witness the telecast. More than 5,000 persons milling about the girl's house dispersed when they learned of the telecast, rushing for available receivers. Over 700 telephone calls flooded the station's switchboard with inquiries about telecast time and where folks could view the telecast. Some headed for the nearest bars, while sets in dealer's windows drew people ten-deep before them.

Viewers were rewarded with a clear picture of the statue weeping, station reports.

Aural radio also covered the event. Bob Ives, newscaster at WFBL Syracuse, is credited with breaking the story on his newscast April 13. In addition to special coverage by all stations, WFBL fed two live reports to CBS, and NBC picked up a delayed broadcast from WSYR.

TACOMA VIDEO
Scripps' Plans Unchanged

DESPITE the suspension of the *Tacoma Times*, one of the two dailies in Tacoma, Wash., [BROADCASTING, April 4], plans of the Scripps League of Newspapers, former owner of the *Times*, for a Tacoma television station, are unchanged, J. G. Scripps has told BROADCASTING. The company, publisher of the Couer d'Alene (Ida.) *Press* and owner, through Couer d'Alene Broadcasting Co., of KVNI in that city and KNEW Spokane, is equal partner with KTBI Tacoma in Television Tacoma Inc., applicant for video Channel 4.

Burl Hagedon, who some weeks before the suspension of the *Times* became president of the Tacoma paper, remains as publisher of the Coeur d'Alene *Press* and co-owner of the Coeur d'Alene Broadcasting Co., Mr. Scripps said.

Meanwhile, H. J. Quilliam, president of KTBI, announced that two former *Times* writers have been added to the staff of the station. They are Burt McMurtrie, former *Times* columnist, who becomes KTBI news editor, and Julia Lee McDonald, formerly society editor of the paper, who will assume the same position at the station.

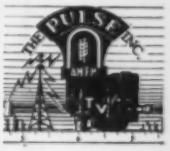
Sure, Television's amazing . . .

—and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)

Canada Dry Co. Super Circus L (E-M)	Derby Foods Super Circus L (E-M)	*Cartoon Tellales* L (E)	Kellogg Co. Singing Lady L (E-M)		*ABC TV Players* L (E-M)	*Hollywood Screen Tests* L (E-M)	B. F. Goodrich Co. Time L (M)	
Scrapbook² L (E)	*Western Film* F (E)		*Public Service* L/F (E)	*Studio One* L (E-M)		Lincoln-Mercury Toast of the Town L (E) K (M)		
	Telenews Weekly F (E)	Co-op Birthday Party L (E)	*Ted Steele* L (E)	P. Lorillard Co. Original Amateur Hour L (E-M) K (NI)				
					Textron The Hartmans L (E)	General Foods Corp. Lambs Gambol L(E) K(M)	General Foods Corp. Author Critic L(E) K(M)	
				News and Views L (E-M)	*Earl Wrightson* L (E-M)			
			Lucky Pup L (E-M) K (NI)	*Your Sports Special* L (E)	*Manhattan Showcase* L (E) K (NI)	*CBS TV News* L (E-M)	*Make Mine Music* L (E) K (NI)	Philip Morris Tex & Jinx L (E-M)	Godfrey
	Co-Op Small Fry Club L/F (E-M)	*Teen Time Tunes* L (E)	*Vincent Lopez* L (E-M)	*Inside Photoplay* L (E)		*Manhattan Spotlight* L (E)	*Russ Hodges* L (E)	*Newsweek Views the News* L (E-M)	
Howdy Doody L (E-M)	Howdy Doody L (E-M)			RCA Kukla, Fran & Ollie L (E-M) K (NI)		*American Songs*	Reynolds News F (E-M)	Chev. Div. of Gen. Mtrs. Chev. on Bdwy. L (E-M)	
				News and Views L (E-M)	*Joe Hasel* F (E-M)	*On Trial* L (E)		*Film Shorts* F (E)	
		Ipana Lucky Pup L (E-M)		*Your Sports Special* L (E)	*Joe Hasel* F (E)	Oldsmobile News	*Make Mine Music*	*Cross Question* L (E-M)	
	Co-Op Small Fry Club L/F (E-M)	*Teen Time Tunes*	*Oky Doky Ranch* L (E-M)	Co-op And Everything Nice L (E)		*Manhattan Spotlight* L (E)	*Russ Hodges*	*Feature Theatre*	
Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)			RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Maggi's Private Wire*	Reynolds News F (E-M)	Texas Co. Texaco Star Thea L (E-M)	
				News and Views L (E-M)	*Child's World* L (E-M)				
			Lucky Pup L (E-M)	*Your Sports Special* L (E)	*Manhattan Showcase*	*CBS TV News* L (E-M)	Polaroid Masters of Magic	Liggett & Myers Tobacco Godfrey and His Friends L (E-M) K (NI)	
	Co-Op Small Fry Club L/F (E-M)	*Teen Time Tunes*	*Vincent Lopez*	*Inside Photoplay*		*Manhattan Spotlight* L (E)	*Russ Hodges*	*Charade Quiz* L (E)	
	Howdy Doody L (E-M)			RCA Kukla, Fran & Ollie L (E-M) K (NI)		*NBC Presents*	Reynolds News F (E-M)	*Broadway Scrapbook* L (E)	
				News and Views L (E-M)	*Wren's Nest* L (E-M)	*Film Shorts* F (E)		(*To be announced*)	
		Ipana Lucky Pup		*Your Sports Special* L (E)		*CBS TV News* L (E-M)	*Make Mine Music*	Wine Industries Scott Paper Co. Dione Lucas L (E)	
	Co-Op Small Fry Club L/F (E-M)	*Teen Time Tunes*	*Oky Doky Ranch*	*Delora Bueno* L (E)	*Jack Leonard* L (E)	*Manhattan Spotlight* L (E)	Co-op Jack Eigen L (E)	*Operation Success* L (E)	
Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)			RCA Kukla, Fran & Ollie L (E-M) K (NI)		*You Are An Artist*	Reynolds News F (E-M)	Cluett Peabody Arrow Show L (E) K (M)	
				News and Views L (E-M)	*Wren's Nest* L (E-M)			*Vaudeo Varieties* L (E-M)	
		U.S. Rubber Lucky Pup		*Your Sports Special* L (E)	*Manhattan Showcase*	*CBS TV News* L (E-M)	*Blues by Bargy*	*Adventures in Jazz* L (E)	
	Co-Op Small Fry Club L/F (E-M)	*Teen Time Tunes*	*Vincent Lopez*	*Inside Photoplay*		*Manhattan Spotlight* L (E)	*Russ Hodges*	Admiral Corp. Broadway Revue L (E-M) K (NI)	
Howdy Doody L (E-M)	Unique Art Hwdy. D'dy L (E-M)			RCA Kukla, Fran & Ollie L (E-M) K (NI)		*NBC Presents*	Reynolds News F (E-M)	Admiral Broadway Revue L (E-M) K (NI)	
				News and Views L (E-M)	*Wren's Nest* L (E-M)	*Feature Film* F (E)		*Jacques Fray Music Room* L (E)	
			Lucky Pup L (E-M)			*Quincy Howe* L (E-M)			
	Children's Sketch Book					*NBC Presents*	*Leon Pearson News*	*Television Screen Magazine* L (E)	

	Sing-Copation L (E-M)	*Reh'sal Call* From (Detroit) L (E-M)	*Music in Velvet* L (E-M)	*Bowling Headliners* L (E)	Edelbrew Bowling Headliners L (E)	*Bowling Headliners* L (E)	
	General Electric Fred Waring's Pennsylvanians L (E-M)			*Weekly News Review* L/F (E)			
	NBC Dramatic Theatre L (E-M)			*Around the Town* L (E-M)	*NBC Newsroom*	*Liza Kirk*	
	A. Stein&Co. Identify L (E-M)	*Skip Farrell Show* L (E-M)					
	Ford Motor Co.[3] Through the Crystal Ball		General Foods Corp.[3] Goldbergs L (E-M)				
	Court of Current Issues			R. J. Reynolds Camel Caravan of Sports			
	Colgate-Palm.-Peet Co. Colgate Theatre L (E) K (M)		Firestone Tire & Rubber Americana L (E) K (M)	Gillette Fights L (E)			*Newsreel* F (E)
	Feature Film F (E)		*Film Shorts* F (E)	Co-op Boxing (to midnite) L (E-M)			
	Gulf Oil Corp. We the People L (E)		Electric Auto-Lite Suspense L (E-M)	Household Fin. Bdct'g. with Barry L (E)	*Blues by Bargy* L(E) K(NI)		
	DuMont TV Dealers Ted Steele Show L (E-M) K (NI)						
	Procter & Gamble Fireside Theatre L (E)		*Believe It or Not* L (E) K (NI)	*Wrestling* L (E-M)			
	Film Shorts F (E)		Co-op Wrestling L (E-M)				
	Whitehall Pharmacal Mary, Kay & Johnny L (E)		*Kobbs Korner* L (E) K (NI)	*(To be announced)*			
	Co-op *Swing Into Sports* L (E-M) K (NI)						
	Kraft Foods Co. TV Theatre L (E-M)			*Meet the Press* L (E)	10:30 *Newsreel* 10:40 *Village Barn*		
	Feature Film F (E)			*Roller Derby* L (E) (M)			
	(To be announced)						
	DuMont Labs Morey Amsterdam Show L (E-M) K (NI)						
	Gulf Oil Corp. Gulf Road Show L (E)		Bigelow-Sanford Bigelow Show L (E-M) K (NI)	*Young Broadway*			
	Bristol-Myers Break the Bank L (E-M)		*Sparring Partners*				
	Science Review L (E)		*People's Platform*				
	Whelan Drug Stores Front Row Center						
	Bonafide Mills Benny Rubin's Theatrical Agency L (E)		American Tobacco Co. Your Show Time F (E-NI)[5]	Gillette Fights L (E-M)	Cheseb'gh Greatest Fights (5 min.)		Lgt. & M's Supper Club L (E-M)
	Paul Whiteman's TV Teen Club L (E)			*Roller Derby* L (E-M)			
	(To be announced)						
	Feature Film F (E)						
	Crosley Div., AVCO Who Said That L (E-M)		*Saturday Night Jamboree*	*The Dave Garroway Show*			



DO TELEVISION HOMES LISTEN TO THE RADIO?

LET'S LOOK AT THE RECORD

HERE are Pulse 3-city Network figures for total Radio Sets-in-Use during the three highest-rated hours in television (March, 1949).

Principal TV Competition			Total Radio Sets-in-Use In TV Homes
TEXACO STAR THEATRE	Tues. PM	8:00	3.0
		8:15	3.0
		8:30	5.2
		8:45	5.9
GODFREY AND HIS FRIENDS	Wed. PM	8:00	12.6
		8:15	12.9
		8:30	13.7
		8:45	12.4
BROADWAY REVUE	Fri PM	8:00	8.9
		8:15	8.5
		8:30	11.0
		8:45	9.4

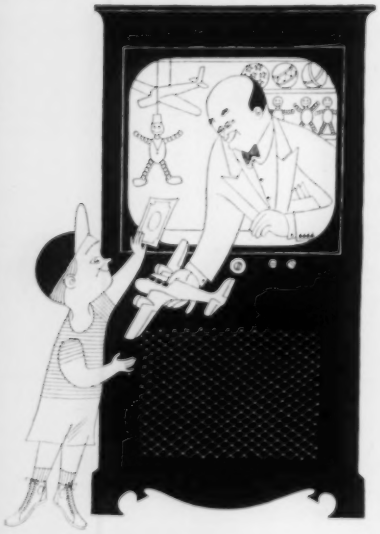
LOOK for the Cincinnati TelePulse in May, and monthly thereafter. Other TelePulse cities are New York, Philadelphia and Chicago.

For information about these services and for other Telefacts—

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

Once advertisers get a taste of CBS-TV impact, the word gets around fast. CBS-TV sponsors have multiplied six times over during the past 11 months. Today the total number of sponsors reaping rich benefits from CBS-TV's big and loyal audiences comes to 23, including many of the country's leading advertisers.



ATS OFFICERS

Membership To Get Official Slate

OFFICIAL slate of officers and directors for 1949-50 will be presented to membership of the American Television Society this Wednesday evening (April 27) at a meeting called for 7:30 p.m. at the Park Sheraton Hotel, New York. Meeting also will be called upon to act on proposals that ATS improve its financial position by increasing initiation fees and annual dues and by accepting sustaining memberships from commercial organizations. Aim of the increased revenue is to enable ATS to employ a full-time director of society affairs, to function under the guidance of the officers and board.

Nominees for ATS officers and directors for the coming year will be presented to the membership by Don McClure, television director, N. W. Ayers & Son, and chairman of the ATS nominating committee. Officers selected by the committee includes: President, David Hale Halpern, Owen & Chappell; vice president, Donald D. Hyndman, Eastman Kodak Co.; secretary, Reynold R. Kraft, NBC; treasurer, Doug Day, Buchanan & Co.

Official nominees for directors are: Charles Durban, United States Rubber Co., retiring president; Ralph Austrian, Ralph Austrian Inc.; Warren Caro, Theatre Guild Inc.; Emerson Yorke, Emerson Yorke Studio; Charles Allicoate, *Film Daily;* Jerry A. Danzig, CBS; Maurice E. Strieby, AT&T; E. P. H. James, MBS.

Other nominations may be made from the floor at the April meeting. Any additional candidates, endorsed by ten or more members, will be included in the ballot for the election May 26.

The board proposal on membership payments is that the present initiation fee of $5 be increased to $10, and the annual dues be boosted from $10 to $15. The board also proposes that the associate member classification, originally proposed for younger people, students and those seeking employment in television, be discontinued.

Regarding sustaining memberships, the board proposes that they be offered to commercial organizations such as broadcasters, advertising agencies and advertisers, who would be accepted into ATS membership as individual companies, not associations or groups. Move is designed to provide funds for the maintenance of an ATS office, with a full-time employe to handle details of ATS activities.

These proposals require changing the organization's by-laws and so must be acted on by the membership and not by the board alone.

WBAL and WBAL-TV Mean Business in Baltimore!

NBC AFFILIATE

Nationally Represented By

Edward Petry Co.

TV AGREEMENTS

IATSE Empowers Walsh

EXECUTIVE BOARD of IATSE empowered President Richard F. Walsh to enter into jurisdictional agreements in the television field with other unions, it was reported in the spring issue of the *IATSE Bulletin.*

The executive board authorization was voted at its Jan. 31-Feb. 5 meeting in New Orleans. Currently, IATSE (International Alliance of Theatrical Stage Employes), American Communications Assn., International Brotherhood of Electrical Workers and National Assn. of Broadcast Engineers and Technicians are contending for jurisdiction in television.

TV Job Prospects

INCREASE in sales of television sets has been accompanied by a boost in the job prospects for persons with training in television, according to an Occupational Outlook Handbook prepared for Veterans Administration by the Bureau of Labor Statistics of the U. S. Dept. of Labor. The handbook states, "Hundreds of specially trained television men are likely to be needed within the next year or two." The handbook is available for $1.75 from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

BMI...

Television Performing Rights

The BMI license with television stations covers all performances both live and mechanical and whether by means of records, transcriptions, or film soundtrack.

It provides for the performance of BMI-licensed compositions without special clearance headaches.

The catalog of music licensed by BMI contains over one hundred thousand copyrighted titles ranging from folk music and be-bop to classical.

BMI offers to television film producers all the information and help they need in obtaining the right to record music on films from individual copyright proprietors.

BMI's television Service Department is headquarters for complete information on performing and other rights in the music of BMI, AMP, and the hundreds of publishers affiliated with BMI.

For Music On TV

Consult BMI Television Service

BROADCAST MUSIC, INC.

580 Fifth Avenue ● New York 19, N. Y.

PL 7-1800

Telestatus

Program Analyses for March (Report 56)

NETWORK-originated programming occupied about 60% of all sponsored air time on television in the month of March, increasing its dominant position in the television picture. There were 57 shows on the four networks, sponsored by 49 national advertisers.

Since Jan. 1, 29 new network shows have gone on the air, ten of them in March. The N. C. Rorabaugh Co., publishers of the *Report on Television Advertising*, from which these figures are derived, estimates that network video time cost advertisers $818,198 in that month.

Among the newest TV sponsors are The Delta Mfg. Co., *That's O'Toole* (ABC, six stations); Electric Auto-Lite Co., *Suspense* (CBS, 10 stations); Household Finance Corp., *Backstage With Barry* (CBS, 10 stations); Lincoln-Mercury Div. of Ford Motor Co., *Toast of the Town* (CBS, 15 stations); Miles Labs Inc., *Quiz Kids* (NBC, three stations); U. S. Rubber Co., *Lucky Pup* (CBS, seven stations); and Wine Advisory Board, *Dione Lucas Cooking Program* (CBS, five stations). Chesebrough Mfg. Co. also began *Greatest Fights of the Century* on NBC April 1.

Total network telecasts occupied 544 hours on all stations used during the sample week in March, according to figures derived from the Rorabaugh Report (See Table I). In the corresponding February week, network programs totaled 401 hours.

Variety shows topped all other forms of network programming, with a total of 197 hours telecast. Next in frequency were children's programs with 86½ hours; dramatic programs, 84½ hours; and sports broadcasting, 70¼ hours.

Nearly all network programming was live. A total of 58½ hours were on film, and 20 hours were a combination of live and film production. Sixty-six hours were remote sports broadcasting, mainly from Madison Square Garden, and the rest of the 544 hours were live production. Of course, in many instances, shows were kinescoped and shown later in cities not linked by coaxial cable.

By contrast, about 40% of local and spot programming was sports remotes, about 25% live, and about 25% film. (See Table II for comparisons, and for total.)

Agencies

Top agencies in the network field were J. Walter Thompson, with six accounts using television, and Young & Rubicam, with the same number of TV accounts.

In spot television the following agencies had the largest number of accounts in March:

New York: BBDO, 6; Grey, 4; Ruthrauff & Ryan, 3; J. D. Tarcher, 3; J. Walter Thompson, 4; Young & Rubicam, 5. Philadelphia: Martin & Andrews, 3. Milwaukee: Stone-O'Halloran, 4. Chicago: Leo Burnett, 5; Ruthrauff & Ryan, 3; Arthur Meyerhoff, 3.

Overall TV in March

Total sponsored TV time in March, including local, spot and network, was 803 hours and 48 minutes. Total expenditures were $2,085,744, according to the Rorabaugh estimates. There were 1,023 advertisers using video in the sample week early in March, and additional four network advertisers bought time in the month, bringing the March figure to 1,027 for all forms of advertising. There were 711 local advertisers and 267 spot advertisers.

Spot advertisers made a total of 656 separate insertions on the 55 TV stations. One hundred ninety four agencies were used in TV spot placement.

Of total sponsored time, 4.8% was bought in announcements, the remainder in programming of one type or another. This is about the same ratio that has applied for the past several months. Of course, as more network programming is presented, the percentage of local-retail and spot announcements has dropped in relation to the total (See Table III).

Leading TV Markets

Six markets have reached the 100-account level in March. New York, with six outlets and 178 accounts, is the leading market for TV. Next in order: Philadelphia, three stations, 149 accounts; Baltimore, three stations, 129 advertisers; Los Angeles, six outlets, 128 accounts; Washington, four stations, 120 accounts; Detroit, three stations, 102 accounts. Detroit is a newcomer to the over-100 group (See Table IV).

Best record for a single station market is held by Milwaukee with 85 accounts; next best single-station record is Toledo, with 63 accounts.

Los Angeles has the most local-retail advertisers using television with 83. New York and Philadelphia both have 58 local-retail advertisers, and Baltimore has 54.

Heaviest spot market is New York, with 72 of this type accounts on the six stations. Next ranking in spot advertising is Philadelphia with 44, and Detroit with 30 spot advertisers.

New York, of course, leads in network insertions, having 48 in the sample week. Philadelphia and Baltimore and Washington had 47, and Boston, 41. In the Midwest the leading markets for sponsored network shows were Chicago, 35, Cleveland, 35, and Detroit, 37.

On the West Coast, Los Angeles carries 16 network shows, and Seattle 9. San Francisco's one outlet carries seven network shows.

The following markets showed a net gain in accounts of more than 20 from February to March: Cleveland, 27; Detroit, 23; Buffalo, 22.

TV SET figures reported to BROADCASTING during the past week:

Baltimore—51,476 as of April 1, reported by Baltimore Television Circulation Committee, comprised of representatives from WAAM WMAR-TV and WBAL-TV, all Baltimore.

Cleveland—38,675 as of March 31, reported by Bureau of Business Research of Western Reserve U. and WEWS (TV) and WNBK (TV), Cleveland.

Memphis—4,441 as of March 31, reported by WMCT (TV) Memphis.

Los Angeles — 112,612 as of March 31, reported by Southern California Radio and Electrical Appliance Assn.

TABLE I

TV PROGRAM TYPES IN MARCH

Type of Program	Network Hrs./Min.	Spot & Local Hrs./Min.	Total Hrs./Min.
Audience Participation	5:00	2:48	7:48
Children's Programs	86:30	13:55	100:25
Discussion	6:30	:35	7:05
Dramatic	84:30	11:31	96:01
Educational	21:00	4:07	25:07
Fashion	.....	3:39	3:39
Household & Women's	1:15	11:44	12:59
Music	8:50	5:31	14:21
News	26:45	22:37	49:22
Quiz	23:30	6:59	30:29
Sports	70:15	108:49	179:04
Special Events	.....	1:00	1:00
Variety & Comedy	197:00	24:59	221:59
Miscellaneous	13:30	1:54	15:34
Announcements	.....	39:25	39:25
Total	544:35	259:13	803:48

TABLE II

VIDEO PRODUCTION METHODS

Method	On Networks	Spot & Local*	Total
Live	349:50	60:00	409:50
Film	58:34	60:59	119:33
Live & Film	20:00	18:25	38:25
Sports Remotes	66:00	107:08	173:08

* Slide production also was used to a minor extent in spot and local programming.

* * *

TABLE III

COMMERCIAL ANNOUNCEMENTS

	Hrs./Min	% of total
Announcements	39:25	4.8%
Programs	764:23	95.2
Total	803:48	100.0

TABLE IV

NUMBER OF ADVERTISERS BY MARKETS

Markets Covered	No. of Reporting Stations	Network	Spot	Local	March Total	February Total	Gain or (Loss)
Albuquerque	1	1	1	2	4	6	(2)
Atlanta	2	11	15	17	43	30	13
Baltimore	3	47	28	54	129	121	8
Boston	2	41	23	20	84	72	12
Buffalo	1	27	20	44	91	69	22
Chicago	4	35	36	26	97	82	15
Cincinnati	1	10	25	13	48	36	12
Cleveland	2	35	15	18	68	41	27
Detroit	3	37	30	35	102	79	23
Ft. Worth-Dallas	1	11	10	7	28	23	5
Houston	1	4	8	6	18	15	3
Los Angeles	6	16	29	83	128	118	10
Louisville	1	11	9	6	26	20	6
Memphis	1	9	11	23	43	38	5
Milwaukee	1	28	17	40	85	76	9
Minn.-St. Paul	1	8	7	7	22	18	4
New Haven	1	16	12	8	36	28	8
New Orleans	1	11	17	11	39	22	17
New York	6	48	72	58	178	164	14
Philadelphia	3	47	44	58	149	135	14
Pittsburgh	1	18	8	18	44	31	13
Richmond	1	28	7	5	40	40	..
Salt Lake City	1	9	5	18	32	29	3
San Francisco	1	7	13	9	29	20	9
Schenectady	1	27	5	14	46	41	5
Seattle	1	9	9	13	31	29	2
St. Louis	1	26	12	11	49	40	9
Syracuse	1	2	4	5	11	8	3
Toledo	1	26	7	30	63	54	9
Washington	4	47	21	52	120	107	13
	55						

NOTE: Those advertisers who bought both network and selective (spot) time are counted twice in the "Total" columns. Those network advertisers sponsoring more than one show in a given market are counted once in the "Network" columns.

WSB-TV, *Atlanta,*
will not break even in 1949...

Sales progress already this year has been most gratifying. Audience acceptance of our programs has been almost unanimous . . . and favorable.

But with or without assistance, we are pledged to a plan of establishing circulation in this market . . . and this can be done only by an outstanding programming job.

We will continue to plow back into improved program services all of the revenue and resources available to us. Set sales in the Atlanta area reflect the soundness of this approach. We are not intrigued by any accounting legerdemain.

On WSB-TV *Television is Sellovision*—the best buy in the South today.

wsb-tv
ON PEACHTREE STREET

Owned and operated by The Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.

FOR SMART TELEVISION COMMERCIALS

1 VV RESPONSIBILITY

2 GET PRICES FROM VIDEO VARIETIES BEFORE YOU ORDER FILMS

SYMBOL OF VV RESPONSIBILITY

VIDEO VARIETIES CORPORATION

OFFICE
41 E. 50th ST.
STUDIOS
510 W. 57th ST.
NEW YORK
MURRAY HILL 8-1162

Telescriptions

. . . offers the TV advertiser professional "Know-How" in the promotion of his name, product or service through the popular medium of animation.

Telescriptions

. . . is a complete production unit ready to serve the TV advertiser in planning, producing and filming his animated commercial. TELESCRIPTIONS create and produce artistic, humorous or dramatic tailor-made animated TV spots — designed exclusively for the individual advertiser.

Phone or Write for Information—Sample Films Available

Telescriptions

ANIMATED TV FILM SPOTS
823 Victor Bldg.
WASHINGTON 1, D. C.
Sterling 4650

Film Report

JACKIE COOGAN has signed an agreement with **Hardie Frieberg Television Enterprises**, New York, to star in a motion picture quiz *It's a Take*, which is slated for summer debut. **Mel Diamond** is doing the script. . . . **Raymond E. Nelson**, television program producer, has completed an arrangement with **Lee Shubert** and **J. J. Shubert** whereby more than 100 operettas which the Shuberts have presented on Broadway will be packaged for television. **John Shubert**, son of J. J., will be co-producer of the video series with Mr. Nelson. Operettas will soon be offered for sponsorship as one hour TV package programs priced at $15,000 each. . . . **Samuel Bronston**, head of **Samuel Bronston Productions** of California, has completed production of 21 musical films in Rome, Italy. Featuring 100-piece Santa Cicilia Orchestra, directed by Jacques Rachmilovich, group is initial step in planned music library of 250 reels of classics. Production of 21 additional reels in Rome to begin late next month. . . . One-minute film commercial produced by **Hartley Productions**, New York, for **Beattie Jet Lighter**, being tested on **WPIX (TV)** New York. Film spot contains open end of few seconds in which names of stores carrying lighter will be mentioned. **John A. Cairns**, New York, is agency. . . .

Washington Video Productions Inc., which will produce sound and silent film commercials and film features for television, will open formally April 27 at 900 19th St. N. W., Washington. **George F. Johnston**, producer of NBC *Washington Newsreel*, heads organization. **Miss Bette A. Carroll**, formerly of NBC and the **Henry J. Kaufman Agency**, Washington, is partner and writer-producer. . . . Distribution agreement was concluded April 19 between **United Artists-TV** and **Ruby Films Corp.**, New York. **John H. Mitchell**, director of UA-TV, says the agreement will put over 1,000 video films on the market. . . .

General Electric appliance division has ordered 26 spots, each running 26⅔ seconds, for use on television and as movie trailers from **John Sutherland Productions**, Los Angeles. . . . **Kellogg Co.**, Battle Creek, through **N. W. Ayer**, has produced a 15-second test commercial for Corn Soya as a test for possible series, through John Sutherland Productions. . . . **Gene Lester Productions**, Hollywood, preparing 13 untitled open-end television films for shows featuring phoned interviews with Hollywood celebrities which will be sold to one station per market. Programs, stressing local angle, will show announcer from local station phoning Hollywood celebrity. Star will be shown in home surroundings. Length of film set at 12 minutes for 15-minute show but will be cut to any length station desires. Cost will be station's commercial time rate or two-thirds of its sustaining rate. . . .

Impro Inc., Los Angeles, planning series of 13 one-hour television films to cost $40,000 each as soon as regional sponsors to help finance production can be signed. Series will be plays featuring name star in role chosen by him. Price will be based on number of sets in market and will range from $250 to $750 per showing. Film will be sold on yearly basis, the 13-week series to be repeated four times yearly. . . . 13-week series of quarter hour animated (Puppetoon) cartoons for television being produced by **George Paul**, Hollywood. Sponsor being sought for film series which will cost between $5,000 and $6,000 per film. Will be distributed by **Edward Sherman Agency**, Los Angeles. . . .

Telefilm Inc., Hollywood, currently producing eight one-minute spots for Rancho Soups through **Long Adv. Service**, San Jose. Expected completion of spots consisting of live action and animation will be May 23 for use in West Coast markets including Los Angeles, San Francisco, San Diego and Seattle. . . . Half hour series of 13 programs known as *Jackson and Jill* being produced by **Jerry Fairbanks Inc.** for **NBC**. Price range undisclosed with sales to be handled by network for situation comedy. . . . **Goodyear Tire & Rubber Co.**, Akron, has had three one-minute spots made for Lifeguard Tubes consisting of live action and animation through **N. W. Ayer**. **John Sutherland Productions**, Los Angeles is producer. . . . **Simmel-Meservey**, Beverly Hills, has three new films for leasing. *There Were Two Doctors* is 20-minute documentary. Fifteen-minute *Search for New Chicle* deals with Yucatan exploration. Third is 20-minute play *The Road for San Pablo*.

FOR creation of the highly successful Milton Berle television show, J. H. S. Ellis (1), president of Kudner Agency, receives an award from the Fifth Annual City College of New York Radio-Television and Business Conference [BROADCASTING, **April 4**]. **Making the presentation is Dr. John Gray Peatman, college's associate dean and awards chairman.**

Five new **INS** Projectalls ordered by stations during NAB Convention go to **WMCT (TV)** Memphis, **WBAL-TV** Baltimore, **WMAR-TV** Baltimore, **WGAL-TV** Lancaster and **WJBK (TV)** Detroit. Experimental installations being made at **WNBT (TV)** New York and **WLWT (TV)** Cincinnati. **WNBQ (TV)** Chicago using one-hour daily Projectall program.

William L. Roach, United Artists legal counsel, heads committee which will plan the Television Film Clearance Bureau of the **National Television Film Council**. Legal phases of the project already are being explored by Mr. Roach. Committee, appointed by **Melvin L. Gold, NTFC** president, includes: William Holland, president Hyperion Films Inc.; John Mitchell, sales manager, United Artists television department; Connie Lazaar, Film Equities Corp.; Paul White, operations vice president, Lion Television Pictures; Charles Basch, Basch Radio and Television Productions, president; Waldo Mayo, president, Mayo-Video; Ed Evans, director of film relations, WPIX (TV) New York; Andrew P. Jaeger, WABD (TV) New York, film director; Robert Paskow, WATV (TV) Newark, film director; and Jerry Albert, United World Films advertising and public relations director. NFTC's first project, a standard exhibition contract, is now being printed for distribution and is available at group's office, 300 W. 23rd St., New York.

Paramount Pictures Inc.'s director of technical operations, **Richard Hodgson**, speaks to **National Television Film Council** monthly dinner meeting Thursday, April 28, at New York's Brass Rail restaurant. Subject to be Paramount's theatre television system. . . . **Henry Morley, Dynamic Films** president, is new chairman of National Television Films Council production committee, succeeding **Jack Glenn** who has been ill. Mr. Glenn remains a committee member and NTFC board chairman. . . . **Wyllis Cooper**, writer of *Quiet Please* which is broadcast Sunday afternoons on **ABC**, will write, direct and appear personally in a new weekly series starting in June on the ABC TV network. Series will be called *Volume One, Numbers One to Six* and will be half hour programs following the *Quiet Please* format. . . . **Wendell Williams**, formerly with **NBC** Hollywood and San Francisco, has joined the sales staff of the **Norman Wright Productions**, Hollywood, maker of television and commercial films.

TV FILM & PRODUCTION SERVICES

ABT PRODUCTIONS, INC.
Spots, Commercials, Entertainment
Motion Pictures for Television
Shorts, Featurettes, Features
Producers of the famous
Album of Song Series
460 West 54th Street,
New York, N. Y.
Columbus 5-7200

VIDEO COMIC STRIPS
"Bob Sterling, American Ranger"
13 HALF-HOUR EPISODES NOW READY
OPEN END FILM AND TRANSCRIPTION
Low Cost Write Today
AMERICAN TELEVISION, INC.
5050 Broadway • Chicago 40

V. S. BECKER PRODUCTIONS
Producers of Television, radio package shows and spot commercials.
Representing talent of distinction
562 Fifth Ave., New York
Luxemberg 2-1040

Extensive library of
F I L M S
(including cartoons)
available for television
Send for catalogue
BRAY STUDIOS, Inc.
729 Seventh Ave. New York 19

Write for information on
JULIEN BRYAN PRODUCTIONS
Available for Television
★
International Film Foundation
1600 Broadway, Suite 1000, N. Y.
CIrcle 6-9438

The Producers' Aid
CINEFECTS, INC.
1600 Broadway New York 19, N. Y.
Phone: Circle 6-0951-2-3-4
A Complete Service
for
TELEVISION PRODUCERS
Presentations — Station Breaks — Time Checks — Trailers — Weather Reports — One, Two and Three Minute Spots
SPECIAL EFFECTS ANIMATION

GRAY — O'REILLY
480 Lexington Ave., New York
Plaza 3-1531
COMMERCIAL SPOTS
for
TELEVISION

★
FILM EQUITIES CORP.
Serving Television
★
New York: 1600 Broadway Ci 7-5850
Hollywood: 933 Seward St. Gladstone 1625
★

HARTLEY PRODUCTIONS
offers
EXPERIENCE:
29 years
FACILITIES:
16 & 35 mm filming and recording
MOBILITY:
6-ton "studio-on-wheels"
ECONOMY:
Synchronized Hallen recorder for immediate playback
For television — film quotations call
Judson 2-3960
STUDIO AT:
20 West 47th Street,
New York 19

Daily & Weekly Newsreels
Spot News & Feature Photos
Pictures via Soundphoto
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KBTV(TV) DALLAS

Construction Started

CONSTRUCTION on a plant for KBTV (TV) Dallas was scheduled to begin last week, and Tom Potter, head of Lacy-Potter Television, said "we hope to make our first tests by June 15."

Mr. Potter, Texas oilman, has interests in stations at Center, Tex., and Seminole, Okla.

An 89-by-85-foot studio building for KBTV will be built in the 3000 block of Harry Hines Blvd. on high ground northwest of downtown Dallas. The station, on Channel 6, will serve the Dallas-Fort Worth area.

A 377-foot tower is being erected by International Derrick & Equipment Co., Dallas office. It will have an above-sea-level height of nearly 900 feet.

A $92,000 mobile Telecruiser has been ordered from Allen B. DuMont Labs., Passaic, N. J., for spot coverage of sports and news events. A DuMont representative, Lewis E. Pett, visited Dallas with a Telecruiser to confer with Mr. Potter on the station's equipment needs.

The studio grounds will cover some 54,000 square feet and the building will contain 5,500 square feet, including a 25-by-35-foot studio.

Architect's drawing of KBTV Dallas.

TRANS-LUX POLICY

TV Effects Change

ONLY ONE of the 14 Trans-Lux theatres is now adhering to its newsreel policy, the other 13 having abandoned news films for first-run and unusual features. Television is one of the principal reasons for the change in policy, it was said.

Norman W. Elson, vice president of the Trans-Lux Corp., said he did not envision any big-scale return to a newsreel policy even with development of theatre television.

He said, however, the Trans-Lux theatres are in good position to use theatre television when it is ready because they already use rear projection. He looked upon newsreels via television as supplementary to the feature policy.

TV Bar Tax Action

A SENATE committee in the Pennsylvania State Legislature April 12 approved a House-passed bill which would eliminate taxation on television used in liquor establishments. The State Liquor Control Board has maintained that television is an amusement device and that taprooms, therefore, must have amusement permits for their use.

BILL WELSH, KTLA (TV) Los Angeles sportscaster and special events reporter, was honored at "Bill Welsh Night" given by officials of Pan Pacific Auditorium for aiding in increasing interest in ice-hockey games in California area.

RESORT SELLING

WATV Starts Weekly TV Show

FIRST in a series of weekly hour-long television variety shows originating from a resort hotel was scheduled for presentation last night (April 24) on WATV (TV) Newark, N. J.

The series, sponsored by American Shops, Newark, and featuring "Happy" Waters as m.c., is in the 10-11 p.m. Sunday spot. It originates at the Goldman Hotel, Pleasantdale, N. J., and the entertainers, besides Mr. Waters, include name acts appearing on weekends at the Goldman.

The hotel is responsible for supplying all the talent, an arrangement said to be the first of its kind in television. Producer of the series is Harry Goldman, operator of the hotel. Don Lane and his orchestra supply musical background.

RADIO-TV JOBS

Competition Keen—Besler

ALTHOUGH employment is increasing in radio and television, "there are relatively few job opportunities and the competition for those jobs is very keen," Max Besler, special assistant to the manager of the New York District Office of the Veterans Administration, said April 16 on the *Straight Facts for Veterans* program on WCBS New York.

Citing a report recently prepared for the Veterans Administration by the Bureau of Labor Statistics, Mr. Besler said that this situation is true for both program employes, announcers, writers, musicians, newsmen and technicians. He added that "the report says that technicians seem to be in the best position, especially if they have any experience in television."

Protelgram

LATEST version of the Protelgram projection television system will be offered to consumers soon, the North American Philips Co., New York, announced last week. The newest adaptation of the Protelgram system, providing a 3 x 4-ft. TV picture, projected on a conventional home movie screen from a small cabinet containing a complete video receiver, was demonstrated recently by North American Philips.

TV IN LIBRARIES

Louisville Plan a Success

INSTALLATION of three television sets in the Louisville Free Public Library's main library and one in each of its ten branches in order to provide additional stimulus to community use of library facilities has proved to be "a sensational drawing card and an unexpectedly effective public service."

Clarence R. Graham, Free Public Library librarian, and William Hodapp, WAVE Louisville continuity writer, stated this conclusion in a joint article, "Television's Town Hall," in a recent issue of *Library Journal*.

"TV in the libraries was an instantaneous success and the crowds overflowed library facilities" when the library added the TV sets to the equipment of its audio-visual department after WAVE inaugurated television last Nov. 24, the article states.

Mr. Graham and Mr. Hodapp make these further observations:

"In spite of the increased facilities needed for the convenience of the libraries' televiewers, the added attendance has greatly stimulated interest in and use of regular library services. Book circulation has increased markedly; the audio-visual department has vastly more films out on loan; there has been a run on classical records and TV aids. . . . This growing library audience is also becoming significant as a force in affecting future programming on TV. . . ."

KNBH NEWSREEL

Bought by Ford Dealers

FORD Dealers Advertising Assn. of Southern California has agreed to underwrite five weekly *On the Spot* newsreel shows, starting May 1 on KNBH(TV) Hollywood, according to West Coast office of J. Walter Thompson Co. Time and film is understood to be budgeted at $25,000 weekly, on 13 week contract basis.

Known as *On the Spot*, the newsreel will be telecast 7:30-7:40 p.m. (PST) and will present spots and features about all of Southern California. It will be produced by National Television Newsreels, owned by Norman Alley and Charles Desoria. Commercials are as yet unsettled.

FELTIS TV VIEWS

Says Ad Patterns to Change

HUGH FELTIS, newly appointed general manager of KING Seattle, in his first public appearance since returning to the Pacific Northwest, Tuesday told the Seattle Advertising and Sales Club television will markedly change advertising patterns in every market where it appears.

"When television hits a home the pattern of sound radio listening changes overnight," he said, but added that "AM broadcasting as we know it will remain for our lifetimes at least." Mr. Feltis cited vast areas where video will never be seen and will never disturb sound broadcasting. (KRSC-TV is now the only video outlet operating in Seattle but KING has one of six applications for remaining three channels before FCC). Referring to BMB experience Mr. Feltis disclosed KING plans to experiment in what he called home-made research and suggested the ad club pioneer in Seattle, adding with grin that he would not serve on committee.

Among significant trends Mr. Feltis noted television hit New York in past two years "like a windstorm" but observed he does not feel the same hysteria in Seattle as New York or Chicago.

TALENT UNIONS

Paid Officers Brought Back

PAID officers and counsel of talent unions are being brought back into the committee planning to form one big television union, it was learned last week.

The paid executives and counsel were excluded from the committee, composed of presidents and members of each of the key unions in the Associated Actors and Artists of America, after efforts to merge some of the organizations failed. It was then thought that better progress could be made without them.

Apparently efforts to reach an agreement have now progressed so far that it was thought advisable to bring the paid union technicians back. Late last week it was believed that a new and permanent union to be called the "Four A's Television Authority" was closer to realization than ever before.

Cincinnati Telepulse

MONTHLY Telepulse reports by The Pulse Inc. will be issued for the Cincinnati metropolitan district, beginning in May. The fourth such district to be serviced by Telepulse reports, Cincinnati's markets will be surveyed and quarter hour TV ratings will be quoted for an entire week from 12 noon to 12 midnight. Quarter hour ratings will be based on 100 TV homes.

Centenarian Dies

DEATH struck at CBS last Monday night during rehearsal for *We, The People*, scheduled for 9 p.m. Tuesday night. Henry R. Roe, 101 years of age, and described in yellowed newspaper clippings as "President Lincoln's personal spy," collapsed on the 21st floor of the CBS building as he waited, with other members of Tuesday's cast, for an elevator. He was pronounced dead by Dr. Jack Nelson, CBS physician.

EDWARD LLOYD

Named Nielsen Exec. V.P.

DR. EDWARD L. LLOYD, managing director of the A. C. Nielsen Co. Ltd. in Great Britain, has been named executive vice president of the Chicago research firm, President Arthur Nielsen announced last week.

Dr. Lloyd, who was recently named vice chairman of the Great Britain and Australia Nielsen concerns, will be responsible for all operations abroad, including extension of marketing research services to new countries.

Dr. Lloyd worked as chief of the Market Data section of the Bureau of Foreign and Domestic Commerce in Washington before joining the Nielsen company in 1939. He lives in Oxford, England. He returned recently from Australia, where he established the food and drug index services offered by the firm.

Voice Jobs Open

STATE Dept.'s Voice of America has job openings for radio broadcast technicians with civil service ratings of CAF-5 through CAF-13, paying from $2,974 through $7,432 annually. Particulars about examinations for the jobs may be had from the executive secretary, Board of U. S. Civil Service Examiners, Dept. of State, 250 West 57th St., New York 19, N. Y.

N. Y. MANAGERS

Hold Organizational Meet

NEW YORK Radio Station Managers Committee met last Monday and decided to form an organization to meet on a regular basis and act on problems of common interest in New York.

Mr. Park

Eldon A. Park, general manager of WINS, chairman of the committee, was empowered to send out a letter to all station managers in the entire metropolitan area to enlist their participation. Among problems which will concern the committee at first are the channelizing of public service drives, music and labor matters. Norman Boggs, WMCA, presided at the meeting for Mr. Park, who could not attend because of illness. Others who attended:

G. Richard Swift, director, WCBS; Richard Connell, personnel director, WOR; Charles Baltin, assistant manager, WHOM; K. T. Murphy, business manager, WINS; Ralph N. Weil, general manager, WOV; Henry Greenfield, general manager, WEVD; William I. Moore, general manager, WBNX; John V. L. Hogan, president, and Norman S. McGee, vice president, WQXR, and Herman M. Bess, general manager, WLIB.

WOLFE CHAIRMAN

Heads Mich. AAAA Council

RALPH L. WOLFE, president of Wolfe - Jickling - Conkey Inc., has been elected chairman of the Michigan Council of the American Assn. of Advertising Agencies for the fiscal year 1949-50 according to an announcement by the council.

Other officers elected include: John L. McQuigg, vice president of Geyer, Newell & Ganger, vice chairman; Frank W. Townshend, vice president, McCann-Erickson, secreary-treasurer. Willard S. French, Brooke, Smith, French & Dorrance, and Henry G. Little, executive vice president of Campbell-Ewald Co., and retiring chairman, were elected governors of the council.

Management

JOSEPH L. MERKLE, formerly with NBC's station relations department, has been appointed station relations manager of DuMont Television Network, a new post. He had been with NBC for 13 years.

JOHN CARRINGTON, who has been commercial manager of WORD and WDXY(FM) Spartanburg, N. C., has been appointed station manager. He succeeds JOHN W. KIRKPATRICK, who resigned to become manager of WCOV Montgomery, Ala. [BROADCASTING, April 4]. J. W. PARRIS Jr. has been appointed commercial manager.

Mr. Carrington

WALTER HAASE, station manager of WDRC Hartford, Conn., has been named chairman of Greater Hartford Fund Drive Review Council, which investigates and reports on any fund appeal in area.

JACK S. YOUNTS, president and general manager of WEEB Southern Pines, N. C., and Mrs. Younts, program and promotion manager, are parents of a girl, Sandra Louise, born April 18.

NBC'S MacVANE

Named President of ARNA

JOHN MacVANE, NBC news analyst, has been elected president of the Assn. of Radio News Analysts. Other officers named include: chairman of the executive committee — H. V. Kaltenborn, NBC; executive committee members—Bill Henry, MBS; Ned Calmer, CBS and Richard C. Hottlet, CBS; vice presidents—John Daly, CBS and William S. Hillman, MBS; treasurer — Cecil Brown, MBS; assistant treasurer—Quincy Howe, CBS; secretary — George Hamilton Combs, WMGM New York, and assistant secretary—Thomas J. Hamilton, WQXR New York.

ARNA's purpose is the maintenance of professional standards in news analysis, and the representation of its members in matters affecting those standards.

Kobak Named

EDGAR KOBAK, retiring MBS president, has been elected a director-at-large of The Advertising Council. Mr. Kobak, who served as a sponsor member of the council during 1945-46, was elected a director, representing radio, the following year. He has served on the board ever since. He was vice chairman of the Industries Relations Committee during 1947 and a member of last year's council Promotion Committee.

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ACTIONS OF THE FCC

APRIL 15 TO APRIL 21

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
SSA-special service authorization | CG-conditional grant

April 15 Decisions . . .

DOCKET CASE ACTIONS

AM—1340 kc

Adopted memorandum opinion and order denying petition of WRAW Reading, Pa., for permission to participate as amicus curiae in oral argument scheduled April 15 before Commission en banc on exceptions filed by Foulkrod Radio Engineering Co. (WTEL), Philadelphia, to proposed decision in re order to show cause.

AM—1580 kc

Adopted memorandum opinion and order (1) denying motion Mid-Island Radio Inc., Patchogue, N. Y., for dismissal of application of Patchogue Bcstg. Co; (2) granted petition Interstate Bcstg. Co. Inc. (WQXR) New York requesting leave to intervene in consolidated proceeding on applications Mid-Island Radio Inc. and Patchogue Bcstg. Co.; (3) designated for hearing in consolidated proceeding with application of Mid-Island Radio Inc. application of Patchogue Bcstg. for new station 1580 kc 250 w D, Patchogue, N. Y., and made WQXR party to proceeding.

AM—1490 kc

Granted application of Douglas L. Craddock to increase power WLOE Leaksville, N. C., from 100 w to 250 w, unl. 1490 kc, subject to cond. applicant will make prompt adjustment of all reasonable complaints with respect to any blanketing which may arise within 250 mv/m contour.

AM—1420 kc

Granted application Pawtucket Bcstg. Co. to change main studio WFCI from 450 Main St., Pawtucket, to the Sheraton-Biltmore Hotel, Providence, R. I. No change in operating assignment 1420 kc 5 kw unl. DA is involved.

AM—1450 kc

Granted application of Agnes Jane Reeves Greer for new station at Dover, Ohio, 1450 kc 250 w unl. subject to (1) that applicant within 60 days from grant, file application for mod. CP specifying trans. site and ant. system meeting requirements of Standards, (2) that applicant will not commence operation until WFMJ Youngstown ceases operation on 1450 kc and is licensed on 1390 kc.

AM—990 kc

Granted application of Orange Empire Bcstg. Co. for new station at Redlands, Calif. 990 kc 1 kw D, subject to cond. that applicant within 60 days from date of grant file application for mod. CP designating trans. site and ant. system which will comply with Commission's Standards.

April 18 Decisions . . .

DOCKET CASE ACTIONS

AM—1060 kc

Adopted memorandum opinion and order denying petition of Deep South Bcstg. Corp., New Orleans, for rehearing and reconsideration directed against Commission's decision Jan. 26 granting power increase to WNOE, and that upon such reconsideration the decision be reversed and application be granted.

AM—1300 kc

Adopted order denying motion of Scripps-Howard Radio Inc., Cleveland, for stay of issuance of CP or for recall of CP in event it has been issued to Cleveland Bcstg. Inc. granted on Jan. 27, by final decision.

AM—600 kc

Adopted decision and order denying as in default application of Coconino Bcstg. Co. for new station at Flagstaff, Ariz. on 600 kc 1 kw, unl.

ACTIONS ON MOTIONS

(By Commissioner Hennock)

KLIF Oak Cliff, Tex.—Granted petition to amend application to specify 1190 kc 10 kw-D, 1 kw-N, in lieu of 1480 kc 1 kw D, and show revised financial and program data, application was removed from hearing docket.

KXRO Aberdeen, Wash.—Granted petition to amend application to show revised program and financial data and redesigned DA pattern.

WSIV Pekin, Ill.—Petition for leave to amend application withdrawn at request of counsel.

Jose Ramon Quinones, San Juan, P. R. and WPTF Raleigh, N. C.—Granted petition for continuance of hearing scheduled April 20 to June 24 at Washington.

Bowling Green State U., Bowling Green, Ohio—Granted petition to dismiss application and Commision on own motion removed from hearing docket application of Abe Lapides, Pontiac, Mich.

Peninsula Bcstg. Corp., Pontiac, Mich.—Granted petition dismiss application and Commission on own motion removed from hearing application of WTTH Pontiac, Mich.

Globe-Democratic Pub. Co. St. Louis,—Granted petition to dismiss without prejudice its TV application.

KGBS Harlingen, Tex.—Granted petition for leave to amend application to show revised financial data.

Atlas Bcstg. Co. Hamtramck, Mich.—Passed over petition for leave to amend application.

Haygood S. Bowden, Camden, S. C.—Dismissed as moot petition to change place of hearing from Washington to Camden, S. C.

Atlas Bcstg. Co., Hamtramck, Mich.—Passed over petition to amend.

Benlee Bcstg. Co., Patchogue, N. Y.—Granted petion for extension of time to file petition for review of order of motions Commissioner action of April 8, denying petitioner's request to dismiss without prejudice its application, and time was extended to April 15.

Richard Field Lewis Jr., Winchester, Va.—Granted petition for continuance consolidated hearing presently scheduled for April 18, to June 21 at Washington.

Frederick Bcstg. Co., Frederick, Md.—Granted petition to dismiss without prejudice application; and Commission on own motion removed from hearing application of WASA Havre De Grace, Md.

WBAX Wilkes-Barre, Pa.—Granted petition for extension of time in which to file exceptions to proposed decision and time was extended to April 28.

KCRC Enid, Okla.—Granted petition for continuance of hearing scheduled May 5 to July 5 at Washington in re application.

KGBS Harlingen, Tex.—Commission on own motion postponed indefinitely hearing scheduled May 16 pending action on petition for reconsideration and grant.

Suburban Bcstg. Corp., New Rochelle, N. Y.—Commission on own motion postponed indefinitely hearing scheduled May 23 pending action on petition for reconsideration and grant.

WCPO Cincinnati—Commission on own motion extended time to May 5 in which applicants may file proposed findings in re-proceeding.

Steel City Bcstg. Co., Gary Ind.; WGES Chicago—Commission on own motion scheduled hearing on applications for May 17 at Washington.

WEMB San Juan, P. R.—Granted petition for leave to amend application to show population within blanket of contours.

L. W. Andrews Inc., Davenport, Iowa—Granted petition to accept late appearance in hearing set for June 23.

Baranof Enterprises Inc., Sitka, Alaska—Granted petition to accept late appearance.

Radio Tennessee Inc., Memphis, Tenn.—Granted petition to dismiss without prejudice application and removed from hearing docket application of H. F. Ohlendorf, Osceola, Ark.

WRIB Providence, R. I.—Commission on own motion postponed hearing scheduled April 18 to June 3 at Washington.

BY THE SECRETARY

WCVA Culpeper, Va.—Granted license new AM station 1490 kc 250 w unl.

KRBC Abilene, Tex.—Granted license install new tran. and DA-N change in frequency, power, trans. location and change type trans.

Following were granted licenses for new FM stations: KWOS-FM Jefferson City, Mo.; WOC-FM Davenport, Iowa; WOMI-FM Owensboro, Ky.; WDWS-FM Champaign, Ill.; WLBR-FM Lebanon, Pa.; WBOX Louisville, Ky.; WPIT-FM Pittsburgh; WHBL-FM Sheboygan, Wis.; WLOS-FM Asheville, N. C.; WEED-FM Rocky Mount, N. C.:

WSTC-FM Stamford, Conn.—Granted license change ERP to 650 w decrease ant. to 345 ft.

KARS Pasadena, Calif.—Granted license changes in FM station.

WTXL Springfield, Mass.—Granted mod. CP to make changes in ant. system, change trans. and studio locations and change type trans.

WNAS New Albany, Ind.—Granted mod. CP change type trans. and make changes in ant. system.

WMMJ-FM Mid-State Bcstg. Co., Peoria, Ill.—Granted request to cancel CP and mod. for new FM station.

WKPB Knoxville Pub. Co., Knoxville, Tenn.—Granted request to cancel CP as mod. for new FM station.

Following were granted mod. CPs for extension of completion dates: WNHC-TV New Haven, to 10-28-49; WGOR Ft. Lauderdale, Fla. to 9-1-49; WRR-FM Dallas, to 7-20-49; WJDX-FM Jackson, Miss. to 6-15-49; WDBO-FM Orlando, Fla. to 6-14-49.

WGVM Greenville, Miss.—Granted license new AM station 1260 kc 1 kw D and to specify studio location.

WDUN Gainesville, Ga.—Granted license new AM station 1400 kc 250 w unl.

WBBW Youngstown, Ohio—Same 1340 kc 250 w unl.

WSSO Starkville, Miss.—Same 1230 kc 250 w unl.

WMEV Marion, Va.—Same 1010 kc 1 kw D.

WASK Lafayette, Ind.—Granted license install old main trans. for aux.

KFXJ Grand Junction, Col.—Granted license to cover CP new vertical ant. and move trans.

KING King Bcstg. Co. Seattle, Wash.—Granted license increase power install new trans. and changes in DA.

College of the Pacific, Area of Stockton, Calif.—Granted CP for new remote pickup KA-2879.

KFJB Marshalltown, Iowa—Granted CP install new trans.

WROK Rockford, Ill.—Granted mod. CP install new trans.; cond.

Following were granted mod. CPs for extension of completion dates: KLMS, Lincoln, Neb., to 7-15-49; KGHF Pueblo, Col. to 5-1-49; WBAP-TV Ft. Worth, to 8-15-49; W6XNO Hollywood, Calif., to 11-4-49.

Modern Bcstg. Co. Area of Baton Rouge, La.—Granted license covering new remote pickup KA-2130.

Alaska Bcstg. Co. Anchorage, Alaska—Granted CP for new remote pickup KWA-80.

WFYE Tropical Bcstg. Co., Miami, Fla.—Granted request to vacate CG for new FM station.

WHIA Harry D. Fornari, Mineola, N. Y.—Granted request to cancel CP new FM station.

WSIP Paintsville, Ky.—Granted mod. CP for approval of ant. and trans. location, and change studio location.

Following were granted mod. CPs for extension of completion dates: KTBS Shreveport, to 6-28-49; KMAC San Antonio, to 7-4-49; WRGW Scipio Twp. N. Y. to 6-15-49; WKVM Arecibo, P. R. to 6-15-49; KAHL Ames, Iowa, to 7-28-49; WSTP-FM Salisbury, N. C.(*); WMCA-FM New York City, to 7-7-49; WJHL-FM Johnson City, Tenn. to 9-1-49; WQDI Quincy, Ill. to 6-9-49; KBUR-FM Burlington, Iowa, to 6-1-49; WBTI FM Charlotte, N. C. to 11-4-49; WTHI-FM Terre Haute, Ind. to 8-5-49 (*) to 10-15-49.

WNCA Asheville, N. C.—Cancelled license AM station 1340 kc 250 w unl. and deleted call letters as of March 31.

WSAR-FM The Fall River Bcstg. Co. Inc., Fall River, Mass.—Granted request to cancel CP new FM station.

WXKK Minneapolis, Minn.—Granted mod. CP to extend completion date to 6-30-49.

W T C N - T V Minneapolis, Minn.—Granted mod. CP for extension of completion date to 6-30-49.

KRLD-TV Dallas, Tex.—Granted mod. CP for extension of completion date to 10-1-49.

(*) On condition that construction be completed or interim operation be started by that date.

In report dated April 14 item relating to KWWL Waterloo, Iowa, should show change of power to 5 kw unl. instead of 1 kw-N, 5 kw-D.

April 18 Applications . . .

ACCEPTED FOR FILING

AM—950 kc

Northeast Iowa Radio Corp., Oelwein, Iowa—CP new AM station 950 kc 1 kw D. AMENDED to request change to 950 kc 500 w D.

AM—1240 kc

WCNC Elizabeth City, N. C.—CP change from 1400 kc 250 w unl. to 1240 kc 1 kw unl.

AM—990 kc

KTRM Beaumont, Tex.—CP change from 990 kc 500 w D. to 990 kc 1 kw-D 500 w-N unl. AMENDED to request change to 990 kc 1 kw unl. DA-DN.

(Continued on page 74)

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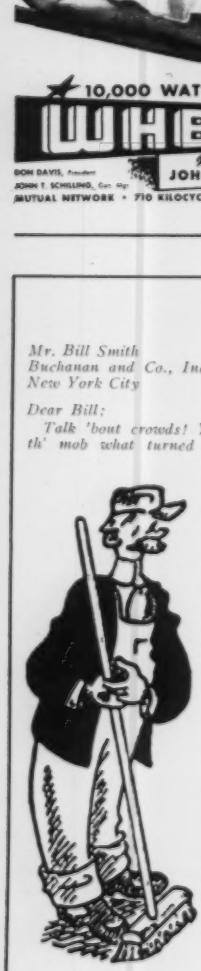
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Mr. Bill Smith
Buchanan and Co., Inc.
New York City

Dear Bill:

Talk 'bout crowds! Yuh shoulda seen th' mob what turned out for th' 580 Club Morning Matinee! If anyone ever had any doubts 'bout th' pullin' power.. o' WCHS's 5000 watts he would been convinced effen he'd been thar! Why, folks come from as fer away as a hunderd miles and packed th' biggest theeater in Charleston! They heerd Miss 580 an' Sam go through their paces, and they seen lots of other folks who does things on th' show. Yessir, score 'nother bullseye for ole WCHS!

Yrs.
Algy



WCHS

Charleston, W. Va.

News

CHUCK CROSBY, sports director of WCOP Boston since 1946, has resigned to become assistant sports director of CBS-TV.

BARBARA FROST, formerly with ABC press department, has joined WOR New York, as news editor.

THOMAS C. FLYNN, formerly WOR trade news editor, has been appointed news editor of WOR-TV, scheduled to begin telecasts in June. **WALTER V. BENNETT Jr.,** formerly WOR news editor, has assumed Mr. Flynn's previous post as trade news editor.

BILL PLATT, formerly with KOCY Oklahoma City, has joined WBBZ Ponca City, Okla., as sports director.

HOWARD HOLSCHUH has joined news staff of KNBC San Francisco.

JAMES P. FOLEY, formerly on news staff of KECA Los Angeles, has been appointed news editor of KGO San Francisco.

RAY OWENS, news director of WFBL Syracuse, N. Y., is the father of a boy, Ray Jr.

AGRICULTURE

Maps Plans for RFDs, IER

PLANS covering radio and television discussions for both the Radio Farm Directors open house in Washington and agricultural workshop sessions at the Institute for Education by Radio at Columbus, Ohio, were announced last week by Agriculture Dept.'s information office. The two events are dovetailed, with RFDs gathering in Washington May 2-4 just prior to IER's meeting, which is slated for May 5-8.

Open house program includes a congressional session arranged for visiting farm broadcasters by National Assn. of Radio Farm Directors, and a Wednesday session on "Project 255 Moves Ahead," dealing with the department's television project. Tom Noone and Maynard Speece, USDA TV information specialists, will speak.

Radio workshops at Columbus are set for May 6 and 7, with an RFD meeting scheduled on the latter for Saturday morning. Friday session will be devoted to discussion of video, experience reports and kinescopes. Special recordings are to be featured in a Saturday clinic.

Canadian Set Permits

INCREASE of 116,317 in number of receiving set licenses was reported last week by Canada's Dept. of Transport Radio Division. Total issued in fiscal 1948-49 to March 31 was reported as 2,051,553. Total licenses issued for same period last year was 1,935,236. Province of Ontario reported largest number of licenses with 703,374.

GIVEAWAYS

Proposals of FCC Discussed By 'Stanford Law Review'

FCC WILL EXCEED its authority if it adopts its proposed anti-giveaway rules [BROADCASTING, Aug. 9, 1948], the *Stanford Law Review* of Stanford (Calif.) U. declares in the April issue.

In an 11-page study of the problem, the *Review* concludes that legislation is needed to "lay down a general standard to guide the Commission in regard to its authority over program content." The article continues:

Any standard established should not permit the Commission to substitute its judgment for that of the radio audience, except in cases clearly detrimental to the public safety or morals. The proposed lottery regulations seem to strike at programs not properly within this exception.

It was pointed out that in 1940 FCC referred seven programs to the Justice Dept. for prosecution under the lottery laws. The Attorney General advised against prosecution. Yet at least some of these programs "would clearly come within the Commission's interpretation of the same statute" as indicated by its proposed rules, the *Review* declared.

It was felt "there would be a substantial basis for contesting the Commission's action as a form of censorship and a violation of Sec. 326 of the Communications Act."

The article said "the most vulnerable part" of FCC's proposed rules is their concept of "consideration":

By the prevailing view, a valuable consideration, in contrast to a technical or nominal consideration, is required [before a "lottery" exists]. This is in harmony with the concept of strict construction of criminal statutes.

It seems clear that listening to or viewing a program, or answering a telephone is not valuable consideration. It is difficult to reconcile so broad an interpretation with the public policy behind lottery statutes—i.e., to protect the public from being cheated and defrauded of property, and to avoid corruption of the public morals by stimulation of gambling spirit.

The *Review* concluded that there is "substantial possibility that the new lottery regulations have misinterpreted" the lottery law.

But if they are enacted, it was felt, "they would appear to offer an opportunity to put in issue [by court test] the authority of the Commission over program content."

Rules' Specifications

The proposed rules, currently under consideration by FCC after oral argument in which most industry spokesmen protested their enactment [BROADCASTING, Oct. 25, 1948], would specify the tests to be applied in deciding whether a program violates the law against lotteries.

It would be considered a violation if the winner's selection depends in any way upon lot or chance, and if the winner or winners must do any of the following: (1) furnish money or thing of value; (2) possess a product of the sponsor; (3) be listening to or viewing the program; (4) answer a question correctly, if aid is given on a program; or (5) answer the telephone or write a letter if contents or substance of conversation or letter are broadcast.

SPORTS CONTEST

KVOO Draws Big Response

Mr. Henry (center), arriving by plane to deliver prize, gives KVOO listeners an account of presentation ceremony as the winner, Mr. Stevens (l), is congratulated by Virgil Foltz, superintendent of firm sponsoring show.

* * *

USING only eight announcements and offering only one prize on his KVOO Tulsa program, *Sports Call*, John Henry drew some 3,000 letters from 26 states.

Contestants were invited to guess the winner, number of field goals attempted, and the score of the Oklahoma A & M-St. Louis U. basketball game held at St. Louis. To promote the contest, Mr. Henry, who originated *Sports Call*, used only 16 minutes—eight to give contest details and eight to describe the prize, a Stewart-Warner console radio.

After the winner — John W. Stevens, Lyons, Kan.—was determined, Mr. Henry flew the prize to Lyons in KVOO's chartered plane. *Sports Call* is sponsored by Oklahoma Tire and Supply Co.

HITCH YOUR SELLING TO A STAR

Star salesman in this whole locality is hard-hitting WAIR, the station with more listeners and more influence.

WAIR

Winston-Salem, North Carolina

Representatives: Avery-Knodel, Inc.

Programs

NEW commercial show, *Flight International*, has been launched by KVSM San Mateo, Calif. Broadcast from San Francisco International Airport, program features interviews with passengers, pilots and various operation personnel at airport. Euclid Candy Co. (Love Nest, Red Cap candy bars) is sponsoring program—its first use of radio in Northern California since 1943.

'Happiness Exchange'

BEGINNING May 1, "Big Joe" Rosenfield, who says he's the "happiest man in the world," will conduct *Big Joe's Happiness Exchange* on WOR New York seven mornings a week. Show will feature recorded music, contests and telephone conversations with listeners who phone studio. Mr. Rosenfield will conduct a crutch exchange for disabled persons, and a rocking chair supply for elderly men and women as part of program.

'Growth of the Mind'

LIVES of two boys, traced since day of their birth, is subject of WNAR Norristown, Pa.'s *Growth of the Mind* program. Series shows influence of home, parents, family members, friends and school life on their lives. Each week some prominent guest speaker is featured and gives brief talk on a related field. Many psychiatrists have been featured.

Quiz Show in Reverse

ON weekday *Julie 'n' Johnny* show on WTAG Worcester, Mass., a board of musical experts are featured who try to answer questions sent in by listeners. On April 14 M.C. Julie Chase received a question with 11 folded pieces of mystery papers with numbers on them. Experts picked numbers at random, answering questions thereon, until fourth one opened said: "The expert picking this number gets a bushel of pears in August." By end of question, experts had also netted pure bred German shepherd puppy, box of homemade fudge and quartet of theatre tickets.

Racing Classic

FAMOUS racing classic B. A. A. Marathon which is always held on Patriot's Day, was telecast April 19 by WNAC-TV Boston for the first time. Program started at 1:30 p.m. on Tuesday, about an hour before the winner was expected to cross finish line. Program was sponsored by the National Co. of Malden (Mass.), manufacturer of National Television Receivers and radio communication equipment.

Doughnut Time

NEW afternoon audience participation show, *Doughnuts at Doc's*, originating from Doc Higginson's restaurant in Crossville, Ill., debuted over WROY Carmi, Ill., early this month. Restaurant is filled daily with birthday parties, lodges and various organizations desiring to participate in the interviews and music, and to compete for daily prizes. Show is aired Mon.-Fri., 2-2:30 p.m., and is sponsored by Kurfee Paints, Westinghouse Appliances and H. L. Rudolph Hardware Inc. of Crossville. WROY believes this is the first program of its kind emanating from a small farm village and beamed at metropolitan centers.

SLIGHTLY worse for wear and soaking wet, George Walker, WEBR Buffalo disc jockey (l), and Foster Brooks, WKBW Buffalo disc jockey (center), emerge after their canoe tilting bout at sixth annual Sportsman and Boat Show in Buffalo. Event was broadcast simultaneously over WEBR and WKBW. Canoe paddlers for disc jockeys were Al Healy, continuity director of WKBW (rear, left), and Clare "Butch" Allen, WEBR program director.

Farmer's Show

WKOW Madison, Wis., played host to annual meeting of Wisconsin AAA, attended by over 1,000 Wisconsin farmers, with special program broadcast by Lee Edwards, WKOW farm editor. Al Loveland, Under Secretary of Agriculture, and Lee Smith, director of Green Div. for U. S. Dept. of Agriculture, spoke. Local farm authorities, also were guest speakers. Mr. Edwards broadcasts a regular farm program on WKOW.

'Automobile Hour'

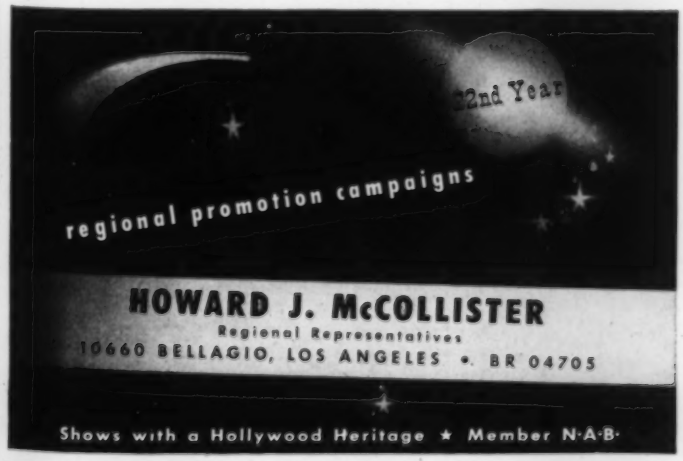
WPIK Alexandria, Va.,—Washington, D. C., has inaugurated program especially for automobile owners. Thirty-minute show is aired from 8:30-9 a.m., about time most people are driving to work. *Automobile Hour* features music, news, driving hints, and is presented in cooperation with National Automobile Dealers Assn., Washington Automotive Trade Assn., American Automobile Assn., Automobile Mfrs. Assn., National Safety Council, Keystone Automobile Club and police and safety officials.

Supports PTA

INTERVIEWS with families in King County are being aired by KJR Seattle in cooperation with Parent Teachers Assn., in effort to spotlight PTA's contest on backyard cleanup and home playground construction in rural areas of the county. With Charles Herring, KJR announcer, as interviewer, series of six broadcasts features practical approach, including costs, materials and methods used. Parents and children participate in programs.

'D. C. Forum'

EXAMINING various civic problems facing nation's capital, WOL Washington and Washington Junior Board of Trade commenced series of public discussion broadcasts titled *D. C. Forum*. Program, aired on alternated Friday nights, calls upon District of Columbia officials, municipal and civic leaders to debate issues of importance in city's government. Gil Hahn, Board of Trade official, moderates series and WOL's Larry Frommer is producer.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THE PICK OF THE NEW HITS!
on special "DJ" platters*

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Old Fashioned Song
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DJ-684

SAMMY KAYE
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Called Mary
Kiss Me Sweet
DJ-685

BUDDY MORENO
How It Lies
Honey Bun
DJ-686

JOHNNY MOORE AND THE THREE BLAZERS
Blues For What I've Never Had
How Could I Know
DJ-687

*"DJ" disks are special platters for disk jockey and radio station use!

RCA VICTOR RECORDS

Production

DAVID CRANDALL, formerly director of program operations at KTTV (TV) Los Angeles, has joined KGO-TV San Francisco as producer of studio telecasts. **WILLIAM HOLLENBECK,** formerly with WENR-TV Chicago, has been named producer of remote telecast, and **JEANNE LeFEVRE,** formerly with WPIX (TV) New York, has been named program coordinator. KGO-TV begins regular programming May 5.

ROG LAMBERT, former program director and sportscaster at KORN Fremont, Neb., has been appointed program director at KILO Grand Forks, N. D.

F. CHASE TAYLOR Jr., copy chief at WVET Rochester, N. Y., has assumed post of production manager in addition to his other duties.

DENNIS KANE has been promoted from stage manager to assistant producer at WAAM (TV) Baltimore. **ROBERT SCHULTZ** has joined station as assistant to **BARRY MANSFIELD,** scenic designer.

PHIL WALKER, formerly of KSBR-FM San Bruno, Calif., has joined KNBC San Francisco as staff announcer.

WALTER N. NELSKOG, formerly program director at KREM Spokane, Wash., has joined KING Seattle, as announcer.

HORACE H. F. JAYNE, vice director of New York's Metropolitan Museum for past eight years, has been appointed script writer and commentator for Chinese unit of State Dept.'s International Broadcasting Div. He will write and broadcast Voice of America programs for China.

WILLIAM C. MILL has joined announcing staff of WNOC Norwich, Conn.

ELLIS LIND, former chief announcer at KYA San Francisco, has joined program staff of KXOA Sacramento, Calif. **GEORGE POSEY,** former announcer-technician at KTRB Modesto, Calif., has also joined station's program staff.

ED SCOTT has joined announcing staff of WBBM Chicago. He was formerly with KING Seattle and KLZ Denver.

MEL VENTER, program manager of KFRC San Francisco, has returned to active broadcasting after year's absence. He conducts early morning *Breakfast Gang* on KFRC. Mr. Venter, who has been with station since early 1930's was previously active in many of station's shows.

JOHN GRAY has been appointed a staff announcer at WFBL Syracuse, N. Y., replacing **BILL THORPE** who has joined station's sales staff.

DALE WIGHTS, comedian on KPIX (TV) San Francisco, is the father of a boy, Richard Ruf.

BILL MANNS and **JOHN PAUL WEBER,** staff announcers at WIP Philadelphia, are the fathers of girls.

CHARLES WILFONG, announcer at WKBC North Wilkesboro, N. C., and Betty Lou Steelman have announced their marriage.

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

WSNY CASE

Receivership Motion Denied

MOTION for a temporary receiver for WSNY Syracuse, N. Y., has been denied by Justice John Alexander of the New York State Supreme Court, WSNY announced last week. Leader of the group which had asked for the receivership is George R. Nelson, former vice president and director of the station.

The Nelson group brought action against Western Gateway Broadcasting Corp., WSNY licensee; Winslow Leighton, WSNY president and general manager, and others, charging that Mr. Leighton had taken over control of the station illegally.

Latest decision, WSNY said, means that operation of the station remains in the hands of Mr. Leighton and other directors elected at the last annual meeting of Western Gateway stockholders.

RENT LAW

Radio's Education Job Lauded by O'Brien

RADIO did an outstanding job in helping landlords, tenants and veterans understand their rights and obligations under the Housing and Rent Act of 1948, John T. O'Brien, director of information for the Office of Housing Expediter, told BROADCASTING last week.

The medium is continuing to do a great public service, he said, in explaining the changes in the 1949 law. Mr. O'Brien estimated that at least 3,500 hours of local station time was donated last year for this purpose. No estimate has been made of the innumerable spots announcements and national and regional network shows which were in addition to the local station efforts.

Although there were no enforcement provisions in the 1948 law, Mr. O'Brien indicated that the magnificent job done by radio in reiterating the rent regulations for both tenants and landlords helped tremendously in maintaining a high degree of compliance with the Act.

"Even the 3,500-hour estimate for radio time given the 1948 law is low, if anything," Mr. O'Brien stated, "because when that law went into effect there were several changes over the 1947 law. Many stations gave added time, as they now are doing and we don't have reliable estimates for the extra coverage." He said the OHE figure is based on the average of the last several months of the 1948 law, which expired March 31, when 330 stations carried five or fifteen minute broadcasts once weekly for a total of more than 47 hours every seven days.

He guessed that with spots and network shows added in the total contribution would run 5,000 hours. Mr. O'Brien further complimented the efforts of the television stations, pointing out that since the first of the year there have been a number of local TV shows as well as network.

Mr. O'Brien also expressed thanks for the many letters he received complimenting the quality of program material sent to stations by the OHE radio division.

VICKIE HUBBARD, former continuity writer at WNMP Evanston, Ill., has been appointed continuity editor for Hal Tate Productions, Chicago.

Feature of the Week

(Continued from page 17)

periods so that Mr. Smith's relative could be cared for.

The problem impressed Mr. Smith and he went to Hale Bondurant, WJBC manager, to see what could be done. The station agreed to turn over a 15-minute period Monday through Friday, with Mr. Smith at the piano, a telephone installation in the studio, two announcers and Wally Rubens of the sales department, to handle pledges.

The program was called *Iron Lung #2—It May Be for You.* The need for a second iron lung was explained to listeners and contributions were solicited. Listeners were invited to request musical selections and at the same time make pledges to the fund.

Bob Meskill and Wendell Porter, staff announcers, handled requests and, as an added feature, Al Grabs, member of a local band, acted as the musical cash register, ringing up each pledge on a cowbell as it was phoned in.

The goal was $2,000. All but $50 had been pledged on Friday at the end of the third week—3¾ hours of broadcasting. The following Monday's mail contributions brought the total to $2,125. The auditing committee, composed of prominent women of the community, including Mrs. Mark Hayes, wife of Bloomington's mayor, decided that the extra money should be retained to cover freight and an extra attachment that could be used with iron lung #2.

Announcement was made that day that the goal had been reached and no more money was needed. But, the station reports, contributions continued to roll in. These were returned to their senders with the suggestion that they might give the money to two current campaigns—the Red Cross and the Cancer Fund.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

On All Accounts

(Continued from page 17)

widely. As a result, Norine worked as a reporter for daily papers in Michigan and Ohio, eventually becoming a city editor. In Toledo she advised the lovelorn, stalked all kinds of stories and settled down to a normality which included such off-hour entertainment as playing rummy with four murderers (one a Toledoan) until 5 a.m. in the desolate cell of a small-town Indiana jail. She was their phantasy come to life, as the quartet listened avidly to WLW Cincinnati's *Moon River* —the No. 1 outlet for her poetry. (She still writes for it and Sammy Kaye's *Sunday Serenade).*

It was also in Toledo that she married Perry Freeman, a newspaper colleague. The event remains historic in local journalistic annals because the matron-of-honor, another lovelorn advisor, tripped over a cuspidor in her haste to kiss the bridegroom. (The apparatus was in the court house press room.)

Perry, one of two sons, is a corporal with the Army of Occupation in Germany. He hopes to make the Army his career. Richard was killed on a Japanese prison ship off the Philippines after surviving the Bataan and Corregidor campaigns. Mr. Freeman died of pneumonia in 1934.

Moved to Cincinnati

Norine dipped into radio for the first time with a music and poetry show on WSPD Toledo, using her own poems. Later, while working on the *Cincinnati Post*, she narrated and produced a woman's news show and a second music-poetry program. Two of her serials, published by the paper, were adapted for airing on WCPO Cincinnati. Each ran 15 weeks. At that time she was president of the Ohio Newspaper Women's Assn. and housemother to three dogs, four black rabbits, a turtle, a parrot and Willie, a groundhog, who indulged his passion for dry onions despite streams of tears. She also made futile attempts to lure Fala, favorite dog of Mr. and Mrs. F. D. R., to her hearthstone. She and the former President met several times in Cincinnati to discuss the merits of milk produced by Jerseys.

In 1944 Mrs. Freeman went to New York to become account executive for Earle Ferris (radio features), where she handled publicity for Metropolitan Opera stars. Movie stars, including Jane Russell, were on her roster a year later when she joined Carl Byoir & Assoc. as assistant—and then—radio director. Still carrying on her extra-curricular writing and art work, she also took vocal lessons. These were superseded by sling-shooting, with pebbles aimed at a parrot in the next apartment who warbled full-scale imitations during her practice sessions.

Norine left Carl Byoir to work as vice president of I. L. Chamberlain Inc., New York publicity and public relations firm, where she planned and organized the national good-will tour of Prince Abdorreza Pahlevi, brother of the Shah of Iran, and worked on other international accounts that kept her hopping cabs between Manhattan and UN Security Council sessions at Lake Success.

Last year, after setting up her own publicity office in Chicago and working on one of Doner's accounts, she was offered the task of opening the agency's first publicity and public relations department. Her attempt to direct business simultaneously in both offices failed because of a "ridiculous time limitation" (only 24 hours in the day), and she closed her own firm. Last fall she was named radio and television director of the Doner agency.

Handles Atlantic Account

Although she supervises two small accounts (Baby Sitters Inc. and Allied Inventory Corp.), Mrs. Freeman's thoughts and deeds channel into TV. Her major video account is Atlantic Brewing Co., maker of Tavern Pale Beer, which inaugurated Chicago's first TV beauty contest. The show, for which viewers nominate and vote on entrants, is telecast during intermission of Thursday night wrestling matches on WGN-TV, *Chicago Tribune* station. After the third contest more than 19,000 mail votes were tabbed.

Norine's poetry production has slackened, her chessmen are lonely, she seldom paints and she still has half her lakefront apartment to fill with Chinese modern furniture. Problems resultant from television are the reason, along with a jangling phone. Chicago's male eligibles are applying en masse for baby sitting jobs, still in hopes that at least some of the babies are the contest models.

KULA, Honolulu ABC affiliate, reports it received more than 20,000 pieces of mail in three weeks in connection with a recent sports contest staged by station's sportscaster, Frank Valenti (l). Jack Burnett, station manager, smiles approvingly as two office girls count mail. KULA features detailed coverage of major mainland sports events.

LINDENWOOD

Radio Conference Planned

OVER 250 delegates from universities, colleges, high schools and civic groups are expected to attend Lindenwood College's third annual radio conference, to be held at St. Charles, Mo., Friday [BROADCASTING, March 21]. Meeting will be generally devoted to radio, "The Fifth Estate," as a communication medium.

Judith Waller, public service director at NBC Central Division and one of radio's pioneers, will be a guest of the conference and speak at a morning session. She is the author of the book *Radio, The Fifth Estate.* That topic also will be explored in an evening panel session, to include Dr. Samuel Johnson, news commentator, KMOX St. Louis; Alfred Brandt, assistant news editor, KXOK St. Louis; David Shefrin, School of Journalism, U. of Missouri, in charge of facsimile newspapers, and Charles C. Clayton, St. Louis *Globe-Democrat.*

Radio production techniques are to be demonstrated at an afternoon session by Ted Wescott, director at KSD KSD-TV St. Louis. Program also calls for inspection of KCLC, college's radio station used as a laboratory for the radio department. Station is managed and operated by students of classes in script writing, announcing, production, sales and management.

COMMDR. MORTIMER W. LOEWI, director of DuMont Television Network, is selling his seat on New York Stock Exchange, according to Exchange's April 14 bulletin. Commdr. Loewi has been an Exchange member since 1917.

Serving Fort Worth *AND* Dallas, the South's richest single radio market.

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THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH & TEXAS

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FCC Actions

(Continued from page 68)

Applications Cont.:

AM—1400 kc

WLOW Norfolk, Va.—CP change from 1410 1 kw D to 1400 kc 250 w unl. Change studio to Portsmouth, Va.

Modification of CP

KMJ-FM Fresno, Calif.—Mod. CP new FM station for extension of completion date.
KFAC-FM Los Angeles—Same.
KRPO San Jose, Calif.—Same.
KRMD-FM Shreveport, La.—Same.
WLWF Columbus, Ohio—Same.
WLOK-FM Lima, Ohio—Same.
WCOD Richmond, Va.—Same.
WWVA-FM Wheeling, W. Va.—Same.
WISC-FM Madison, Wis.—Same.
WEMP-FM Milwaukee—Same.
WUOA Tuscaloosa, Ala.—Mod. CP new FM station to change ERP from 3 kw to 250 w, ant. from 330 ft. to 70 ft. above average terrain.
WHFM Rochester, N. Y.—Mod. CP changes in new FM station for extension of completion date.
WHTM Rochester, N. Y.—Mod. CP new commercial TV station to change ERP from 2.88 kw vis., 1.14 kw aur. to 3.81 kw vis., 1.81 kw aur.
WTVN Columbus, Ohio—Mod. CP new commercial TV station to change ERP from 14.3 kw vis., 9 kw aur. to 6.5 kw vis., 3.25 kw aur.
KNBH Los Angeles—Mod. CP new commercial TV station to change ERP from 15 kw vis., 8 kw aur. to 25.22 kw vis., 13.34 kw aur.

April 19 Decisions . . .

DOCKET CASE ACTIONS

AM—1340 kc

Announced proposed decision looking towards grant of application of Beer & Koehl for new station at Ashland, Ohio, 1340 kc 250 w unl., cond., and denial of following applications for same facilities at cities indicated: The Mount Vernon Bcstg. Co., Mt Vernon, Ohio; Mound Bcstg. Corp., Newark, Ohio; and The Zanesville Bcstg. Co., Zanesville, Ohio.

AM—1230 kc

Announced proposed decision looking towards denial of application of The Home News Pub. Co. for new station in New Brunswick, N. J., 1230 kc 250 w, unl.; and adopted order denying petition of The Home News Pub. Co. to reopen record in this proceeding for purpose of receiving into evidence further field intensity measurements.

April 19 Applications . . .

ACCEPTED FOR FILING

AM—1020 kc

KFVD Los Angeles—CP to change from 1020 kc 5 kw unl. to 1020 kc 10 kw unl., limited N to KDKA.

License for CP

KWOE Clinton, Okla.—License to cover CP new AM station.

Modification of CP

KCBS San Francisco, Calif.—Mod. CP new AM station change frequency etc. for extension of completion date.

Assignment of License

KDAN Oroville, Calif.—Assignment of license from Dan L. Beebe, Floyd L. Sparks and Betty Clark Sparks, partnership, to Dan L. Beebe, Floyd L. Sparks, Betty Clark Sparks, Arden Booth and Dan L. Beebe Jr. d/b as the Oroville Mercury Co.
KCSB San Bernardino, Calif.—Assignment of license from Woodrow Miller to Essie Binkley West.

Modification of CP

KGLO-FM Mason City, Iowa—Mod. CP new FM station for extension of completion date.
WENY-FM Elmira, N. Y.—Same.
WOR-FM New York—Mod. CP changes in new FM station for extension of completion date.

License for CP

WMCA-FM New York—License to cover CP new FM station.

Modification of CP

WOR-TV New York—Mod. CP new commercial TV station for extension of completion date.
WJBK-TV Detroit—Same.

TV—66-72 mc

WBEN-TV Buffalo, N. Y.—CP new commercial TV station AMENDED to change ERP from 15 kw vis. to 16.2 kw vis.

Modification of CP

WPDQ-TV Jacksonville, Fla.—Mod. CP new commercial TV station to change ERP from 19.4 kw vis., 10 kw aur. to 18.5 kw vis., 9.25 kw aur. and change trans. and studio locations.

TV—186-192 mc

Cowles Bcstg. Co., Des Moines—CP new commercial TV station AMENDED to change ERP from 12.75 kw vis., 25.5 kw aur. to 28.5 kw vis., 14.25 kw aur.

TENDERED FOR FILING

AM—1020 kc

KFVD Los Angeles—CP change from 1020 kc 5 kw unl. to 1020 kc 10 kw unl., limited N to KDKA.

Assignment of License

KLAC Los Angeles—Assignment of license from Warner Bros. Pictures Inc. to KLAC Inc.
KWYO Sheridan, Wyo.—Assignment of license from R. E. Carroll to Jim Carroll and Donald E. Tannehill.

Transfer of Control

KMPC Los Angeles—Transfer of control of KMPC through relinquishment to three trustees by G. A. Richards of legal title to and voting rights in 64.6% of stock.
WJR-AM-FM Detroit—Relinquishment of control by Mr. and Mrs. G. A. Richards arising by transfer to three trustees of legal title to and voting rights in 28.66% of stock owned by Mr. Richards.
WGAR Cleveland—Transfer of control through relinquishment to three trustees by G. A. Richards of legal title to and voting right in 71.64% of stock.

AM DELETION

AM—930 kc

KROM Rocky Mountain Bcstg. Co., Pueblo, Col.—DELETED April 18 CP for new AM station 930 kc 5 kw unl. DA-N.

FM DELETION

WJRD-FM James R. Doss Jr., Tuscaloosa, Ala.—DISMISSED CP for new FM station.
KFNF-FM KFNF Inc., Shenandoah, Iowa—Same.
KPAC-FM Port Arthur College, Port Arthur, Tex.—Same.

April 20 Applications . . .

ACCEPTED FOR FILING

AM—1280 kc

KSOX Arkansas City, Kan.—CP change from 1 kw D to 100 w-N 1 kw-D, change hours from D to unl.

License for CP

KCOM Sioux City, Iowa.—License to cover CP new AM station and to specify studio site as Insurance Exchange Bldg.
KTBS Shreveport, La.—License to cover CP change frequency, increase power etc.

Assignment of License

WEUS Eustis, Fla.—Assignment of license from C. Harold Ferran, E. L. Ferran, Harvey K. Glass, R. J. Schneider and Frank W. Stebbins d/b as Lake County Bcstrs. to Paul Hunter.

Transfer of Control

KMPC Los Angeles—Transfer of control to Harry J. Klingler, Lawrence P. Fisher and Dr. John A. Hannah, trustees, through transfer of legal title and voting rights in 64.6% of stock from G. A. Richards.
WJR-AM-FM Detroit—Relinquishment of family control to Harry J. Klingler, Lawrence P. Fisher and Dr. John A. Hannah, trustees, through transfer of legal title and voting rights to 28.66% of stock by G. A. Richards.
WGAR Cleveland—Transfer of control to Harry J. Klingler, Lawrence P. Fisher and Dr. John A. Hannah, trustees, through transfer of legal title and voting rights to 71.64% of stock from G. A. Richards.

Modification of CP

KBTV Dallas—Mod. CP new commercial TV station to change ERP from 21 kw vis., 15 kw aur. to 27.1 kw vis., 13.5 kw aur.

TENDERED FOR FILING

Transfer of Control

KWHK Hutchinson, Kan.—Transfer of stock owned by C. L. Burt, R. L.

(Continued on page 84)

"FM can save a lot of set manufacturers," Edgar Kobak, then president of MBS, tells the luncheon meeting of the FM Assn. Clinic [BROADCASTING, April 4]. **Over 157 advertising, broadcasting and station representatives heard Mr. Kobak as he addressed the meeting in the Hotel Commodore, New York.**

Technical

NORMAN KAY has been appointed studio field engineer for KGO-TV San Francisco. He was formerly with WEWS(TV) Cleveland, and before that was television equipment designer for RCA, Camden, N. J.

PHILIP CLARK has joined engineering staff of WFBL Syracuse, as control operator. He replaces NEIL HUNTER who has joined Taylor Instrument Co., Rochester, N. Y.

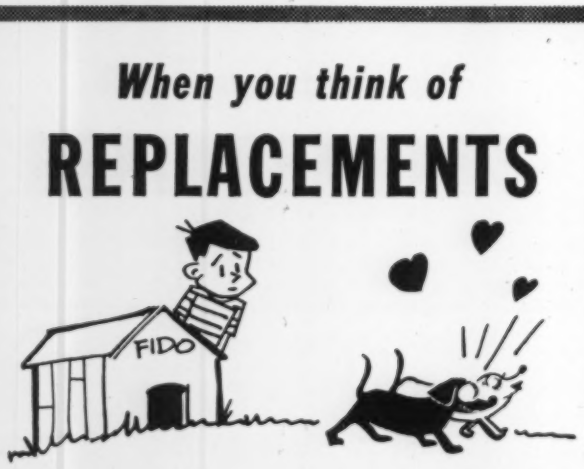
GENERAL ELECTRIC Co., Lighting and Rectifier Divisions, Schenectady, N. Y., has announced new high-voltage selenium rectifier cell designed to permit use of smaller stack to achieve the same wattage output. New cell can be used in rectifier stacks for installations where space is limited and where stack will not be required to operate continuously 24 hours daily for long periods. Tube Division of GE has announced new beam power amplifier tube, 19BG6-G, designed for operation at high surge plate voltages for short periods.

GENERAL RADIO Co., Cambridge, Mass., has announced new Type 1532-A Strobolume for stroboscopic observations at relatively low speeds.

SUPERIOR ELECTRIC Co., Bristol, Conn., has announced new, small automatic voltage regulator, rated at 2 KVA output. Listed as Stabiline Type EM 4102, regulator is electromechanical in operations, consists of superior electric Powerstat variable transformer controlled by specially-designed electronic detector.

When you think of

REPLACEMENTS



RE-TUBE *with...*

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland: Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

WMIN TIME SALE

Gets Golden Rule Contract

THE GOLDEN RULE, St. Paul department store, has signed with WMIN St. Paul-Minneapolis for 11 half-hours, plus 27 one-minute spots a week, Cramer-Krasselt Co., Milwaukee, store's agency, announced last Monday.

The 26-week contract, effective May 1, is the first step in the store's campaign, which may eventually reach 15 or 18 hours a week in the twin cities area, the agency stated. Other programs on one or more additional stations are to be started in June or July.

Schedule will be used to promote national brand merchandise, storewide events and featured services. The WMIN broadcasts include a half-hour *Melody Lane* show, Monday through Saturday; *Guests and Requests*, half hour Monday through Thursday and on Saturday; four spots daily, Monday through Thursday; five spots on Friday and six on Saturday.

Cramer-Krasselt also handles the account of Schuster's, Milwaukee department store, which is sponsoring five and a half hours a day on five Milwaukee stations.

CFCA-FM To Open

FIRST Canadian exclusive FM station is to go on the air tomorrow (April 26), with inauguration of CFCA-FM Kitchener, Ont. Pollock Enterprises Ltd., owner of the station which is affiliated with receiver manufacturing company, Dominion Electrohome Co. Ltd., is using General Electric BT-3-B transmitter on 106.1 mc with circular 4-bay antenna, and power of 10 kw. Staff includes Carl Pollock, vice president of Dominion Electrohome, manager; Chris Fairley, formerly of same company, commercial manager; Fred Russell, formerly of CKNX Wingham, program manager; Harold Wordell, formerly of CJCS Stratford, senior anonuncer; Len Starmer, production manager, and John Becker, engineer.

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

KMPC-Los Angeles *Mirror* tie-up is discussed by (l to r): Larry Smith, KMPC Los Angeles director of news and special events; Frank E. Mullen, station president; Virgil Pinkley, editor and publisher of *Mirror*; J. Edward Murray, newspaper's managing editor. Cooperative arrangement became effective April 4.

Twice Honored

DISTINCTION of being named president of two organizations within four days went to M. M. (Manny) Marget, general manager of KVOX Moorhead, Minn. On March 27 Mr. Marget, who is well known for his sports broadcasts, was re-elected president of the North Central Baseball League of Minnesota, and on March 30 he was elected president of the Great Northern Broadcasting System, an organization of 12 stations in Minnesota and North Dakota. Mr. Marget has been manager of KVOX since station was founded in 1937.

CARRIER CURRENT

FCC Proposes Rule Changes

CLASSIFICATION and restriction of presently unlicensed carrier current broadcast stations, radio control and other devices which generate radio frequency electromagnetic fields are set forth by FCC in proposed changes of Commission rules.

Purpose of the rules clarification is to provide for the operation of low power devices without the likelihood of objectionable interference to established radio services and to obtain information on the nature of such devices presently being operated. Comments on the proposals are invited to be filed at FCC by June 1.

Two categories of devices to be considered are incidental radiation devices and restricted radiation devices.

FCC proposes that no low power broadcasting such as campus "wired-wireless" or carrier current stations be permitted on any frequency other than in the band 535-1605 kc, and then only in accordance with the Commision's rules governing standard broadcast services. These rules may be amended to provide for such low power operations. It is expected they may be licensed similarly to the present low power FM stations which educational interests may operate.

Capper Interests

A REPRINT of *Kansas Business* Magazine's March issue, detailing the story of Capper Publications Inc. and its two stations—WIBW Topeka and KCKN Kansas City, Kan.—has been distributed by Ben Ludy, manager of Capper radio operations. Eight-page reprint includes sketches and pictures of Arthur Capper, former U. S. Senator, and his station, magazine and newspaper personnel. Piece also traces the history of "The House That Capper Built," its development and descriptions of publications. Firm publishes two daily newspapers, a weekly farm paper, household monthly, and five separate state farm papers, and is experimenting with idea of offering special on-the-job FM music as background to industrial plants.

Adv.

WLS Digs Into Old Files—It's 25th Anniversary Time

Popular pastime at WLS recently has been searching yellowed files for picture-story material for a special 25th Anniversary issue of the fan magazine the station published in the late thirties. Known as "Stand By," the 16-page weekly had a paid circulation of 100,000.

Pictures bring back memories of early Barn Dance acts, Dinnerbell Time, Homemakers' Hour, market broadcasts and other entertainment and service features that go back the full 25 years. Total printing of 75,000 is divided, 34,000 to retailers and wholesalers, 40,000 to listeners sending in ten cents. Stories cover outstanding services rendered through the years, famous acts still with the station and others gone on to Hollywood and network fame.

Same research brought out facts for inclusion in half a dozen special programs on the station's actual 25th birthday, April 12, 1949, and the special Silver Anniversary WLS National Barn Dance, with three full shows at the Eighth Street Theater April 23.

Stressed throughout was the 25 years of close listener-contact and continuous service to Midwest America.

WLS

1924 — — — 1949

Chicago 7

Represented nationally by John Blair

Up to 42% Savings on your Recording Costs!

By The Sensational New

COLUMBIA

Ⓛp Microgroove Method

See How You Save!

*Substantially Lower Cost Per Record

*More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

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Trade Marks "Columbia" and ®℄ Reg. U. S. Pat. Off. Marcas Registradas ℗ Trade Mark

Los Angeles: 8723 Alden Drive, Bradshaw 2-2759
New York: 799 Seventh Avenue, Circle 5-7300
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager. Southwest fulltime network affiliate, smaller market. Good opportunity for man who can produce local sales—and be responsible for entire operation. Full background to Box 775a, BROADCASTING.

Sales manager for one kilowatt station in rich market, Great Lakes region. Salary and commission open to right man. Box 839a, BROADCASTING.

Opportunity for right man interested in becoming manager of 250 watt going station, to take over program, do some announcing and handle matters of general nature in small station. Should be acquainted with network program. Congenial associates, pleasant surroundings, permanent situation, starting salary $75 week. Full details, highest references required. Write John L. Crawford, WCTT, Corbin, Ky.

Salesmen

Permanent sales position open for time salesman. Independent, fulltime operation in clean Massachusetts city of 60,000. Must be experienced. Commission with starting draw guaranteed. Give all details in first letter—references and photo. Box 698a, BROADCASTING.

A real go-getter. Capable creative sales ideas where only hard selling succeeds. Needed immediately. Midwest station. Write Box 783a, BROADCASTING.

Wanted—Salesman for midwest one kilowatt daytime station. Give details including salary. Box 838a, BROADcasting.

Traveling representative; experienced man with program, sales and managerial background. Automobile essential. Please submit resume detailing experience and education. Box 895a, BROADCASTING.

Announcers

Experienced announcer with first class ticket. Emphasis on announcing. Top 1000 watt daytime Texas station. Mail all background, experience, and salary expectation. Steady position. Box 736a, BROADCASTING.

Independent near Chicago needs vacation replacement announcer. Approximately three months work starting May 1. Experience, personal audition required. Apply Box 789a, BROADCASTING.

Need two announcers with first class licenses. Write full details to Fred Wamble, KANA, Anaconda, Montana.

We operate several stations in California's wonderful Sacramento Valley and have immediate openings for highly qualified announcers specifically with first class engineer's tickets. Top salary, grand career opportunity. Excellent climate if you think you can qualify and seek association with alert growing organization send audition disc with full announcing and engineering background and references to Lincoln Dellar, KXOA, Sacramento.

Announcer-salesman—Good announcer for twenty hours air work per week at $100.00 per month. Will guarantee additional $100.00 per month draw on 15% commission for limited time to man with sales experience. WFRL, Freeport, Illinois.

Technical

Engineer-announcer wanted at once. Highest salaries paid in South Carolina. Answer Box 764a, BROADCASTING.

Combination engineer-announcers wanted for one kilowatt station in New England state. Box 840a, BROADCASTING.

Help Wanted (Cont'd)

Combination men and announcers needed $50.00 per week—40 hours. Must have car. Phone Defiance, Ohio 5227. Personal interview or disc necessary. Control Experience beneficial. Box 856a, BROADCASTING.

Chief engineer who can do some announcing. Excellent future with progressive organization. Car needed. For further details contact Fred Wamble, KANA, Anaconda, Montana.

Engineer—First class ticket, experienced or inexperienced to be added to complement of 250 watt daytime station in west Texas. Average less than 40 hours per week. Guarantee top salary for right man. Write Manager, KPET, Lamesa, Texas.

Wanted — Experienced, qualified, combination engineer - announcers. One to collect and run 2-5 minute local newscasts. One to be chief engineer. Send audition disc. $60.00 per week. Radio Station KVOU, Uvalde, Texas.

Wanted—Highly qualified engineer of sufficient proven technical ability to install five kilowatt directional station and assume chief engineer's position thereafter. Definitely prefer person who additionally has good announcing voice. Able to take limited announcing shift. Top salary excellent career opportunity with alert growing organization located in California's Grand Sacramento Valley. Send announcing audition disc and complete engineering background and references to Lincoln Dellar, KXOA, Sacramento, Calif.

Wanted—Engineer for AM-FM network affiliate. Wire WFNC, Fayetteville, North Carolina.

Engineer capable of light announcing duties. Network station. $45 for forty hours. Opportunity for advancement. Experience secondary to willingness. Reply Manager, WFOY, St. Augustine.

Production-Programming, others

Wanted — Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

We need a man or woman to handle classified ad department planned for our station soon. Our city is in the hundred twenty five thousand class, we are fulltime independent, aggressive and willing to give the right man or woman a fine opportunity. Make us an offer. Box 665a, BROADCASTING.

Newscaster & editor, prefer man between 35 and 45 with newspaper reportorial background. Will be given full responsibility for newsroom of top network affiliated station in midwest city. Salary commensurate with ability. Include with application and audition transcription, recent photograph and complete resume of experiences plus list of references. Box 779a, BROADCASTING.

Wanted—Combination program director and announcer for top 1000 watts, Texas station. Write giving full particulars about yourself and experience, salary desired and photo in first letter. Box 805a, BROADCASTING.

Program director wanted for 250 watt progressive station in state university town. Permanent and promising spot for right man starting at $250 monthly. Supply references, disc, history, etc. Box 825a, BROADCASTING.

Continuity man—Here's where punch pays off. Long established 1000 watt network station has immediate opening for experienced "borax" commercial writer. Salary commensurate with ability. Send qualifications, sample copy and photo to WFDF, Flint, Michigan.

Situations Wanted

Managerial

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Situations Wanted (Cont'd)

12 years experience in rural, urban and mixed markets. Veteran, three college degrees 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Man 47, expectionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a, BROADCASTING.

Manager—Assistant manager-program director wants managership preferable competitive market where results mean something. With eight years radio experience, have the "know-how" to create bigger sales, good will, etc. Top references. Bonus feature—Agency account executive experience. Box 754a, BROADCASTING.

Executive—Management and/or sales now available. Last five years, until sales underwritten, general manager and sole salesman. Nationally known transcription library. Please give complete details in first letter. Box 755a, BROADCASTING.

17 years with the same radio station—the last 13 as manager. Preceded by 5 years newspaper experience and a Bachelor of Journalism Degree. Highly developed talents in organization, administration, sales, sales promotion, station promotion, advertising, public relations, employee relations. Acquired skills in judging public reaction and public acceptance in advertising, in entertainment, and in community service. Excellent character references. Box 842a, BROADCASTING.

General-commercial manager for 12 years. Experience in all departments plus constructing and reorganizing stations. Can guarantee sale results and excellent programming. Good habits and hard worker. Prefer south. Box 854a, BROADCASTING.

Successful in the black manager with knowhow and energy desires change to pleasant, average town which can offer permanent position. Radio 10 years Announce. Sell, Civic-minded. Like local programming. Age 29. Married. Sober. Box 864a, BROADCASTING.

To Coy's 34% in the red station owners: Successful and in the black manager who likes to make money—interested in your station if potential is there. Box 865a, BROADCASTING.

Salesmen

Sales manager—20 years experience in radio management. Advertising and merchandising. Available in May. Box 810a, BROADCASTING.

Announcers

Announcer - writer - producer, 5 years top experience. Congenial, conscientious, versatile. Box 640a, BROADCASTING.

Morning man. 7 years. Lively. 25. Family. 50 kw exp. Box 685a, BROADCASTING.

Announcer with five years experience, college graduate, experienced in commercial announcing and in disc work, disc jockey with network station. Box 870a, BROADCASTING.

Experienced commercial announcer with topflight voice and sellability. Strong on newscasting, all-round, consistent performance. Exceptional background and character, thorough reliability. B.A. Degree, NBC Institute training in news and announcing. Looking for promising future with prestige station in southeastern metropolitan market. Presently employed by 5 kw network affiliate in southern city, but desire greater opportunity. Native southerner. For audition disc, write Box 786a, BROADCASTING.

Announcer available immediately. Specialize in music shows, both popular and classical. Former professional musician. Experienced in news, commercials, production, interviews, etc. Just left 5 kw ntw. affl. Box 787a, BROADCASTING.

Announcer — Two years experience. College graduate presently at 1 kilowatt independent. Does music, news, adlib. Will travel. Disc, information on request. Box 809a, BROADCASTING.

Situations Wanted (Cont'd)

Your man ever up a tree? This man isn't. Young, single veteran. Trained all phases. Strong news, commercials, DJ sports, special events. Able to turn out real selling copy. Some control board experience. Graduate leading announcers school, Radio City, N. Y. Capable, dependable, no floater or bottle chaser. Eager to please, and ambitious. Salary not as important as opportunity. Available, will travel. Disc upon request. Box 791a, BROADCASTING.

Announcer—25, married. Dependable with some experience in network affiliate. Operate board. Salary secondary to opportunity for experience in permanent position. Disc, photo, references. Box 811a, BROADCASTING.

Play-by-play sport announcer five years experience have done all phases of sports. Presently employed as sports director of 5 kw network station. Would like play-by-play or sports director position. Box 819a, BROADCASTING.

Announcer — veteran, young, single. Trained School of Radio Technique, Radio City. Will travel. Disc available. Box 824a, BROADCASTING.

Experienced announcer seeks position with network affiliate. Handle all type shows, versatile, disc jockey, emcee, car, single, will travel. Box 830a, BROADCASTING.

Experience—One year, young announcer, single. Know board, news, staff music, write copy. Consider all, midwest preferred. Box 831a, BROADCASTING.

Announcer—program director, experienced all phases, college graduate, disc, photo. Box 832a, BROADCASTING.

Ace news, sports, special features man with fourteen years experience wants sound position in eastern market. Preferably Washington area. Excellent references. Available immediately. Box 834a, BROADCASTING.

Recent graduate of radio broadcasting school. Anxious to get started in radio. Single, 28. Money secondary to opportunity. Eight years experience in public address system work. Box 836a, BROADCASTING.

Announcer—Fifteen years radio experience, all power stations. NBC staff announcer one year. Honorable mention HP Davis award 1943. News, commercial, sports—what have you? Sales, program director, production experience on fifty kilowatts. Sober, industrious, ambitious. Presently managing 250 watt local channel but want to get back into metropolitan radio. Available June 1st. Box 837a, BROADCASTING.

Sports announcer. Experienced. Can offer play-by-play any sports daily sportscast and salable original sports show. Also service accounts and write copy. Box 843a, BROADCASTING.

Sportscaster looking for the right job. Experienced staff announcer with sports writing background. Details and disc or tape on request. Presently employed. Box 846a, BROADCASTING.

Combination announcer, continuity, full knowledge console operation. Long on ambition, short on experience. Disc, photo on request. Anywhere in U.S. Box 847a, BROADCASTING.

Announcer—Capable, experienced, desires position in midwest. Not a drifter. Box 848a, BROADCASTING.

Experienced sportscaster, play-by-play baseball. Staff. East preferred. Box 849a, BROADCASTING.

General announcer, excellent news, three years experience, independent, Mutual. Large markets, deep voice, single, 26, references, travel. Box 850a, BROADCASTING.

Announcer, one year general broadcasting experience. Willing worker. Will travel. Box 851a, BROADCASTING.

Announcer, single, 24, veteran. Thoroughly trained in leading Chicago radio school. Desires position in small progressive Michigan station or surrounding area. Disc and photo on request. Box 855a, BROADCASTING.

Situations Wanted (Cont'd)

2½ years announcer, writer, program director and production experience. Want announcing and production work in station or syndicate, with emphasis on production. Good references. Will let discs speak for production and announcing abilities. Presently employed as program director in 1 kw station. Box 857a, BROADCASTING.

Experienced announcer presently employed, wants upper midwest, single. Best references. Box 860a, BROADCASTING.

Play-by-play announcer available. Can sell. Age 29. Sober. Married. Box 866a, BROADCASTING.

Announcer—Single, 24, 5 kw experience, university trained. Topnotch disc jockey. Available in two weeks. Box 869a, BROADCASTING.

Play-by-play announcer, experienced in all phases of sports; college, high school and professional. Can also double as staff announcer. Have disc show on present station with excellent pull. Box 880a, BROADCASTING.

Announcer—Experienced; for summer replacement June 1 to September 23. Experienced copywriter. Now teaching college radio production. Travel, disc. Box 886a, BROADCASTING.

Announcer, young veteran, good delivery, operate console, versatile, ambitious. Anywhere, midwest preferred. No floater. Box 887a, BROADCASTING.

Announcer—Experienced all phases. Desires opportunity to buy few shares stock and advance on announcing staff new station. Preferably northern Virginia, but not essential. Disc, photo. Presently employed AM-FM. Box 889a, BROADCASTING.

Sports announcer. Ten years play-by-play. Outstanding Hooper sportscast. Box 891a, BROADCASTING.

Experienced sports announcer, including play-by-play baseball and sportscasts. Prefer east or northeast location. Hold first class phone license. Available two weeks notice. Box 892a, BROADCASTING.

Announcer—Presently employed. Desires advancement with large progressive station. Box 890a, BROADCASTING.

Announcer, vet, 25, two years commercialless experience. Workhorse type. Consider anything. Single. No dependents. Non-drinker. Disc, photo. Permanent position preferred. Box 893a, BROADCASTING.

Announcer, available immediately. Vet, 25, good voice. Can operate console. Prefer small progressive station. Photo and disc on request. Box 894a, BROADCASTING.

Young ex GI with some experience would like announcing or copywriting job with small progressive station. Will send disc, sample copy, and reference if desired. Write or wire Box 66, Milltown, Wisc.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15, Atlantic 5-0516.

Experienced announcer, go anywhere, interested, opportunity more than salary; good adlib man, disc jockey and newscaster. Experience gained largely middle west city. Please write or call Bill Ivey, 207 Ave. B., Burkburnett, Texas.

Competent announcer. Experience. College education. Bob Millisor, 804 W. North, St. Marys, Ohio.

Versatile announcer, 23, well versed, sportscasting, newscasting, commercial message, acting at comprehensive radio school, Radio City. College graduate. Youth with desire and capacity for furtherance of skill. Stan Schwartz, 1001 Ocean Ave., Brooklyn, N. Y.

Technical

Construction chief engineer—Construct radio station or chief of established station. Seven years radio, five in broadcast. Chief two years. Minimum salary $85.00. Box 516a, BROADCASTING.

Engineer 1st phone, 2nd telegraph, amateur licenses. Recent radio school graduate, good background. Single, will travel. Box 816a, BROADCASTING.

Holder 1st phone, single with car. Six months college. Electronic school, will travel. Box 817a, BROADCASTING.

Situations Wanted (Cont'd)

Married engineer 15 kw FM now available. Likes southeast. Requires hours for $75.00 week. Experience, tools, equipment, permanent right job, references. Prefers living on job, no car. Box 818a, BROADCASTING.

Experienced combination man available May 10. First phone, experienced DJ., man in the street shows, etc. Excellent newscaster. No sports. Single, will travel. I can do a good job for you, what have you to offer. Box 826a, BROADCASTING.

Available—Two good radio men. Engineer and announcer. We're releasing them, as economic necessity. They're good. We want them to connect. Box 827a, BROADCASTING.

Engineer now employed as chief, first phone, active ham, single, combination man experience. Want a progressive organization now functioning or under CP. Will travel, references. Available after May 9. Box 828a, BROADCASTING.

Young man with first class telephone license desires position in AM and FM broadcasting. Box 829a, BROADCASTING.

Chief engineer—Age 31, married, veteran, sober, conscientious, hard worker. Construct and operate new or established station. CREI 10 years experience. Prefer midwest or midsouth. Box 835a, BROADCASTING.

Holder first class telephone desires any radio position. Any location. Box 861a, BROADCASTING.

New Yorker—Looking for engineering position in New York area. First phone, young, married, intelligent, dependable, experienced, pleasing peronsality. Good technical background. Presently employed as combination man. Your station needs me, so write to Box 863a, BROADCASTING.

Engineer—1st phone, employed, married. Have car. Desire above Maryland. Require notice. Box 867a, BROADCASTING.

Engineer—One year transmitter experience. First phone. Car. Seeks permanent position. Box 885a, BROADCASTING.

Engineer, 15 months experience transmitter and remotes. Presently employed. Require notice. Box 888a, BROADCASTING.

Engineer, first class radio telephone operator license, married, veteran, age 22. Hope to apply principles studied past 9½ months at Electronic Radio Television Institute, Omaha, Nebraska. John K. Ball, Box 135, McFarland, Kansas. Phone Number 3520.

Transmitter operator, experienced, active amateur, veteran, married, desires permanent position in local or regional station with FM. Frank Daly, 628 Euclid St., Salem, Ohio.

Production-Programming, others

Program or operations manager — Unusual qualifications. Twenty years experience all departments including management. Well worth an inquiry. Box 617a, BROADCASTING.

Program Director available same or comparable position eastern metropolitan station. Over six years experience, top references. Box 745a, BROADCASTING.

Continuity chief. Program and promotion minded. Writes selling copy, strong shows. Now earning $75. Prefers east. Family man. Box 780a, BROADCASTING.

Continuity director. Wants full responsibility. Advancement opportunities. Strong programming knack. Box 781a, BROADCASTING.

Special events and newscaster available September 1st to 5 kw or better station offering salary and opportunity commensurate with exceptional voice and ability. Box 784a, BROADCASTING.

Idea team. Radio and television. Presently employed. Woman—competent director women's programs, continuity, traffic. Man—producer-director, experienced all phases. Box 794a, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster, program director, newsman, announcer. Do anything. Go anywhere. 10 years experience. Box 812a, BROADCASTING.

Radio newsman available. Now news director midwest city. Formerly Chicago 50 kw analyst. Journalism degree. Married. Data, disc, copy and references. Box 813a, BROADCASTING.

Education and public service director employed as director of radio, television, movies for school system at present, college degree in educational radio, experienced all phases of commercial radio and TV, speech instructor, family man, vet. Box 822a, BROADCASTING.

Girl writer, announcer, experienced in radio and newspaper. College degree. West preferred. Box 852a, BROADCASTING.

News editor, newscaster, reporter. Extensive interviewing experience and smooth rewriter. Employed by midwestern network affiliate. Intelligent delivery and excellent diction. College graduate, married. Want position with established station. Good salary necessary. Box 859a, BROADCASTING.

Program director, producer, announcer, top adlib master of ceremonies, showman, prefer midwest or east. Box 881a, BROADCASTING.

Producer-announcer with six years experience wants permanent position in midwest or east. Married, conscientious and reliable. Box 882a, BROADCASTING.

Television

Technical

Television transmitter engineer. Experienced maintenance, operation, installation. Also TV studio and microwave experience. Excellent AM, FM background. Desire TV supervisory position or chief new station. Minimum $5000. Available two weeks. Box 788a, BROADCASTING.

Airline radio technician, two years endorsement. First phone license, resident schooling in TV, AM, FM, UHF, and announcing. Desires TV position. Broadcast or combination considered. Box 815a, BROADCASTING.

Engineer now employed FM desires break into TV. Experienced all phases studio xmitter AM-FM. Gladly take summer replacement on TV. Box 821a, BROADCASTING.

Three man, remote crew, familiar 3 camera chain, 2 cameramen, director, presently employed. Available June 1, 1949. Box 833a, BROADCASTING.

Television operations man. Experienced in all phases with latest equipment. Single, veteran 21, free to travel. Box 858a, BROADCASTING.

Television remote director and/or TV newsreel director. Know TV cameras, equipment, lighting, etc. Can operate all 16 and 35mm motion picture cameras and projectors, train others in operation and maintenance and film production techniques. Know film editing, movieolas, etc. At present with TV network, executive position in large city. Interested in smaller city and a TV station that needs and appreciates money saving versatility in executives. Definitely not interested in a desk job. Box 868a, BROADCASTING.

Engineer—Excellent professional background. Includes four years broadcast chief engineer, and five years television design engineering. Prefer south or southwest. Presently engineering director of small organization. A. W. Kramer, 639 Lincoln St., Waltham 54, Mass.

Production-Programming, others

TV News—Protege not prodigy graduates from Univ. of Kansas in June. Radio and newspaper background. Wants start in TV. Vet, single, 24, best references. Full particulars on request. Box 862a, BROADCASTING.

For Sale

Stations

For Sale—Well established, profitable combination 1000 watt AM and FM station in exclusive and prosperous 50,000 population market of industry and agriculture. Ideal operation. Box 770a, BROADCASTING.

For Sale—Well established independent station midwest market. Will finance. Box 771a, BROADCASTING.

Control of 1000 watt daytime station Newport, R. I. exclusively serving community 60,000 with 1500 businesses $10,100. Information advanced only those who appear personnaly. WRJM.

Equipment, etc.

For Sale—101C Federal field strength meter, 1C WE frequency deviation monitor, 731A General Radio modulation monitor. Address Box 774a, BROADCASTING.

New composite 250 watt transmitter. Less than 2% distortion. Supplied with crystal for your frequency, plus set of tubes and spares. 90 day guarantee. Box 814a, BROADCASTING.

For Sale. New RCA equipment in original cartons. One variable line equalizer $156.00, one 76-B4 speech input consolette with power supply $1100.00, eight BA-1A preamplifiers $52.00 each; one VU meter panel $88.00. All FOB Pocatello, Idaho. One Austin toroidal tower lighting transformer 3 kw $256.00; approximately 3091# No. 8 bare copper wire, soft drawn, 25 cents per pound. Wire and transformer FOB Great Falls, Montana. 24 hour shipment on any or all equipment. Terms cash. Communicate with Henry H. Fletcher, KSEI, Pocatello, Idaho.

25 kw generator, 3 phase, 220 V, with Buda 6 cyl. engine (PE113B) Andrews automatic dehydrator, housed type 1800-A, coaxial cable 1⅝" dia, 13 lengths type 451, gas inlet couplings (2) type 1351, rigid mounting clamps (2) type 1651-1, support brackets (20) type 1751-1, clamp connectors (6) type 1551, right angle bends (4) type 1051. Above, new and unused, sell any or all. Donald A. Muir, WOLF, Onondaga Hotel, Syracuse, New York.

Engineering instruments, all used but good condition: RME-45 receiver purchased 1946 range 0.54 - 33MC, less speaker, $75.00; Federal 101C field meter serial 460150 with one broadcast loop, purchased 1945, price $700.00; Simpson model 415 signal generator range 75KC-130-MC price $60.00; Esterline Angus model AW recorder purchased 1945 used once $260.00. Andrew Corporation, 363 E. 75th St., Chicago 19.

For Sale—Two Western Electric type 126B program limiters. Best cash offer. FOB Tol Avery Enterprises Hotel Bellevue, San Francisco 2, Calif.

Wanted to Buy

Wanted—One kilowatt AM transmitter in good operating condition. Give details including impedance and date available. Box 841a, BROADCASTING.

Desire to procure absentee interest small market station. Include all information first letter. Box 884a, BROADCASTING.

Wanted—Absolutely complete package, used 250 watt AM broadcast equipment including transmitter, limiter, frequency and modulation monitors with rack and all accessories. Must be late model in excellent condition. Prefer midwest for inspection of same. Box 896a, BROADCASTING.

Tower & ground. 280 ft. unguyed, heavy duty. State condition, location, price, type, weight, etc. Also copper ground strap wire, and screen. Also wanted, oscilloscope with 4 megacycle vertical amplifier. KFEL, Albany Hotel, Denver.

Modulation monitor General Radio 731B or 1931A. Give history and price. KFEL, Denver.

Employment Service

Recognized stations need—Announcers, copywriters, engineers, program directors, producers, salespeople, announcer/engineers, DJ's, TV personnel. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Miscellaneous

Stations accepting percentage accounts write for information and samples of legitimate merchandise of merit and value by reputable factory. Box 897a, BROADCASTING.

(Continued on next page)

Help Wanted

Salesmen

Time Salesman Wanted. 23 year old mid-western regional CBS affiliate has opening for an above average time salesman. The man we are looking for wants to become a permanent part of a fine community. He is aggressive but not high pressure. He is experienced in solid selling and servicing. He will have the advice and assistance of an experienced program staff. However, he has the ability to originate and sell sound, practical radio advertising. If you think you are the man we want, we offer you an unusual opportunity with better than average compensation. Write or wire your qualifications and references and an interview will be arranged. **Address Walter Rothschild, Station WTAD-WTAD-FM, Quincy, Illinois.**

Wanted—Salesmen regularly calling on broadcasters. We have profitable sideline. Write details of your experience, territory you cover. A good man can add a $100.00 a month to his income with very little effort. Write Cook, RADIO SCRIPT SERVICES, 218 N. Duke Street, Lancaster, Penna.

Production-Programming

WANTED

PROGRAM DIRECTOR-ASST. MGR.

Young, married man who has come up through announcing, writing, news, special events. Great opportunity, top working conditions. Complete background, references, photo, disc, first letter.

WRITE

Robert W. Dumm, Gen. Mgr.

KNOE-NBC

Monroe, Louisiana

5000 WATTS FULLTIME—60 DAYS

Situations Wanted

Managerial

Looking for advancement! Am commercial manager of 1000 w southern station. Thoroughly experienced in sales and management. CAN and WILL produce. Write *Box 823a, BROADCASTING.*

ADVERTISING-PROMOTION EXECUTIVE

10 years experience in local station, network, agency and recording fields. Top level design, hard-selling copy, prolific ideas. Budget, campaign planning, administration. Present earnings $12,000.

IMMEDIATELY AVAILABLE

Box 853a, BROADCASTING

GROUNDWAVE *Computing Method Change Adopted by FCC*

METHOD devised by BBC's H. L. Kirke to compute groundwave field intensity contours when a signal traverses a path having varied ground conductivities has been adopted by FCC in revision of its engineering standards. The Commission called it the "equivalent distance method."

Proposed by the Commission last fall, the new method has received favorable comment in general from the consulting engineering fraternity, FCC said [BROADCASTING, Oct. 4, 1948]. The change involves revision of Annex I of Section I of the FCC standards and is effective May 16.

The Commission stated that the new method of calculating groundwave signal intensity is not based "on a rigorous mathematical formula, but is, however, a simple formula which will give a solution to the problem with an acceptable degree of accuracy." The FCC added that "with full knowledge of its shortcomings" it is believed the rule "will be a satisfactory administrative tool."

The standards were amended by the Commission as follows:

(a) The title of Annex I of Section I which reads: "Interference from Groundwave Signals" is deleted and the following substituted: "Groundwave Signals."

(b) The fourth paragraph of Annex I of Section 1 which reads: "If an interfering signal traverses areas for which more than one conductivity is given . . ." is deleted with its associated footnote 14 and the following substituted:

Where a signal traverses a path over which different conductivities are shown to exist or are given by the map, the distance to a particular groundwave field intensity contour shall be determined by the use of the equivalent distance method. Reasonably accurate results may be expected in determining field intensities at a distance from the antenna by application of the equivalent distance method when the unattenuated field of the antenna, the various ground conductivities and the location of discontinuities are known. This method considers a wave to be propagated across a given conductivity according to the curve for a homogeneous earth of that conductivity. When the wave crosses from a region of one conductivity into a region of a second conductivity the equivalent distance of the receiving point from the transmitter changes abruptly but the field intensity does not. From a point just inside the second region the transmitter appears to be at that distance where on the curve for a homogeneous earth of the second conductivity the field intensity equals the value that occurred just across the boundary in the first region. Thus the equivalent distance from the receiving point to the transmitter may be either greater or less than the actual distance. An imaginary transmitter is considered to exist at that equivalent distance. The technique is not intended to be used as a means of evaluating unattenuated field or ground conductivity by the analysis of measured data. The technique to be used for such determinations is given in Section 2 of these Standards.

As an example of the use of the equivalent distance method suppose on a frequency of 1000 kc an unattenuated field of 100 mv/m at one mile is radiated and that over a path having a conductivity of 10 X 10^{-14} e.m.u. for a distance 15 miles, 5 X 10^{-14} e.m.u. for the next 20 miles and 15 X 10^{-14} e.m.u. thereafter, it is desired to determine the distance to the 0.5 mv/m and 0.025 mv/m contours. By the use of the appropriate curves in Figure 4 it is seen that at a distance of 15 miles on the curve labeled 10 X 10^{-14} e.m.u. the field is 3.45 mv/m. The equivalent distance to this field intensity for a conductivity of 5 X 10^{-14} e.m.u. is 11 miles. Continuing on the propagation curve for the second conductivity the 0.5 mv/m contour is encountered at a distance of 27.9 miles from the imaginary transmitter. Since the imaginary transmitter was 4 miles nearer (15—11 miles) to the 0.5 mv/m contour, the distance from the contour to the actual transmitter is 31.9 miles (27+4 miles). The distance to the 0.025 mv/m contour is determined by continuing on the propagation curve for the second conductivity to a distance of 31 miles (11+20 miles) at which point the field is read to be 0.39 mv/m. At this point the conductivity changes to 15 X 10^{-14} e.m.u. and from this curve the equivalent distance is determined to be 51 miles which is 27 miles more distant than would obtain had a conductivity of 5 X 10^{-14} e.m.u. prevailed. Using now the curve representing the conductivity of 15 X 10^{-14} e.m.u. the 0.025 mv/m contour is determined to be at an equivalent distance of 172 miles. Since the imaginary transmitter was considered to be 4 miles closer at the first boundary and 27 miles farther at the second boundary the net effect is to consider the imaginary transmitter 23 miles (27—4 miles) more distant than the actual transmitter so that the actual distance to the 0.025 mv/m contour is determined to be 149 miles (172—23 miles).

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HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

AIDS CANCER DRIVE
WPWA Gives Day to Project

WPWA Chester, Pa., cancelled all of its commercial commitments April 16 and devoted the day to soliciting funds for the Delaware County chapter of the American Cancer Society. Bill Haley and his Western Aces were featured from 6 a.m. to signoff, according to Lou Poller, WPWA president.

The clergy, civic leaders and members of the medical profession and service organizations participated, both on the air and in the solicitation work. Listeners were invited to bring their contributions to the station and to be interviewed on the air, as well as to help solicit funds.

WPWA is a 1 kw daytime independent on 1590 kc.

Regional--San Joaquin Valley, California

The rich San Joaquin Valley has proven ssuccess for radio and newspaper owners for the past many years. Here is a property in a rich large market at approximately the cost of establishing it. It has made money from its inception even though owners were inexperienced in the business. Reason for selling, present owner has plans to invest in much larger business. Needs the capital. Excellent opportunity to enlarge facilities, enlarge income and profit. Price $65,000.00. Terms cash.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

BUYERS' MARKET

Spots Are Answer—Flanagan

SPOT radio is the answer to the advertiser seeking to move goods in a buyers' market, T. F. Flanagan, managing director, National Assn. of Radio Station Representatives, told the Radio Executives Club of Boston Wednesday.

"The first thing we ought to have in mind is an increase in, and not a reduction in, the cost of advertising," he said. "We ought to do it because what the buyers' market needs is an expansion of demand."

Mr. Flanagan also decried what he considered flagellation of station operators at the recent NAB Convention by "bureaucrats, economists and employes of trade associations."

"The poor station owners were lectured at, called down, bawled out, berated, disinflated, threatened, their early demise predicted if they ran AM stations, and their bankruptcy predicted if they ran TV stations," he said.

He predicted despite "the exciting pitched battle" at the Chicago NAB Convention, which he said took place between television and AM radio, that sound radio will remain ahead of television for many years.

Atteberry Resigns

ELLIS ATTEBERRY, manager of KCKN Kansas City since 1936, has announced his resignation. He started his radio career in 1932 with Herb Hollister at WLBF Kansas City. Mr. Hollister sold the station to Capper Publications in 1935 and the call letters were changed to KCKN. Mr. Atteberry has remained as manager of KCKN since that time. An active civic leader in Kansas City, Mr. Atteberry serves on the board of governors of the Safety Council and is a member of various civic clubs. His future plans have not been announced.

Mr. Atteberry

Commercial

GIL FREEMAN, local sales representative for KGO San Francisco, has been named television sales specialist for KGO-TV. HARRY W. MORRIS replaces Mr. Freeman at KGO.

PAUL O. GODT has been appointed commercial manager of KSTL St. Louis. He was formerly sales manager of KMYR Denver, Col.

A. C. NIELSEN Co., Chicago, has announced that Ford Motor Co. has subscribed to its national radio index, Class A service, for three years. Report will include extra-week ratings.

WLDY Ladysmith, Wis., has appointed Thomas F. Clark Co., New York and Chicago, as its national representative.

JAMES G. ALDIGE Jr., formerly advertising-editorial director of trade journals, has joined sales staff of WWL New Orleans.

EDWARD R. KENNEDY, former promotion manager of *The Columbus* (Ohio) *Citizen*, has been appointed to sales staff of WLWC (TV) Columbus.

LESLIE H. (Les) NORINS, formerly account executive with Lockwood-Shackelford Adv., Los Angeles, has joined KTTV(TV) Los Angeles in similar capacity.

BOB WOOD has joined KNX Hollywood as commercial traffic manager, replacing BERT WEST, who has been named sales service manager of Columbia Pacific Network.

CLARK DOZER has joined WCMW Canton, Ohio, as commercial manager. He was formerly with WMRN Marion, Ohio, in similar capacity.

PAUL MARTIN, formerly with Compton Adv., New York, NBC and WMFF Plattsburg, N. Y., has joined WHLI Hempstead, L. I., N. Y., as account executive.

JOHN F. SLOAN, formerly with WINS and WCBS New York, has been appointed account executive at WPAT Paterson, N. J.

BERNARD HOWARD, sales account executive for Forjoe & Co., station representative, is the father of a girl, Ellen Margaret.

FORSTER M. COOPER, sales manager of WDUZ Green Bay, Wis., was elected president of local Optimist Club and Community Chest.

WOV CLINIC

Foreign-Language Radio Meet Planned

WOV New York, following through on the projected collaboration between independent stations outlined at the NAB Chicago convention [BROADCASTING, April 18], has announced a Foreign-Language Radio Clinic, to be held for foreign-language station operators throughout the country. The station's research, commercial and program methods will be explained, as well as its "Audited Audiences" research techniques, which will be illustrated for guidance of other foreign-language broadcasters in their own markets. The clinic initiative will be offered to the Unaffiliated Stations Committee of the NAB.

Among the features of the forthcoming WOV clinic are a discussion of research methods in foreign language communities by Dr. Sidney Roslow, whose organization handles WOV's basic statistical projects; an analysis of sociological trends in such communities, presented in cooperation with the Common Council for American Unity; analysis of foreign-language population trends, program methods and sources, and a study of the effect of TV on the specialized audience.

In announcing the clinic, Ralph Weil, WOV manager, said: "The methods that have paid off for WOV in the Italian field are applicable to other languages as well. Prospects for the independent broadcaster were never brighter, and that goes double for the foreign-language broadcaster who is willing to snap out of horse-and-buggy business habits. If we can help raise the level of foreign language broadcasting . . . we will ultimately also benefit. It's our hope that independents who lead in other fields—sports, the various forms of music, and so on—will follow this up with similar clinics."

The clinic is expected to be held in New York, but details about time and place are being discussed with Ted Cott, WNEW New York vice president and Unaffiliated Stations Committee chairman, and will be announced later.

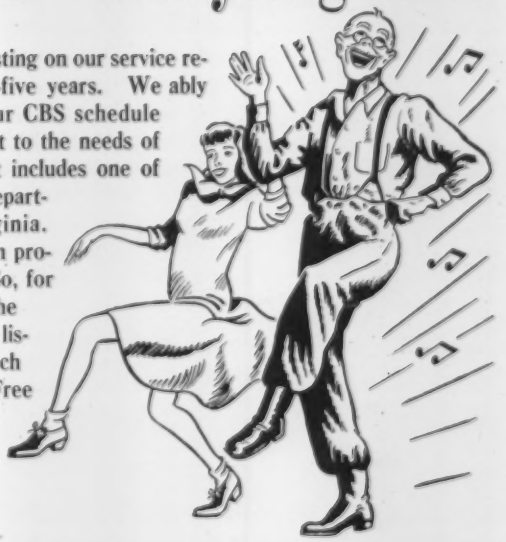
'Edgar' Awarded

CBS mystery thriller, *Inner Sanctum*, sponsored on Mondays, 8-8:30 p.m. by Bromo Seltzer, was awarded an "Edgar" by the Mystery Writers of America. One of 17 such awards to be made by the group at its third annual Edgar Allen Poe Awards dinner held April 19 at New York's Henry Hudson Hotel, the prize is a bust of Poe, honoring *Inner Sanctum* as the best mystery radio program.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

old-timer with young ideas

We're not resting on our service record of twenty-five years. We ably complement our CBS schedule with shows built to the needs of our region; that includes one of the top news departments in Virginia. We're strong on promotion, too. So, for your share of the near billion our listeners spend each year—contact Free & Peters!



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SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, *President* Albert ZugSmith, *Exec. Vice-Pres.*

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Philadelphia 2, Pa.

Promotion

EARLY birds after WNOX Knoxville, Tenn.'s *The Man on the Sidewalk* "worm" of $170.00 in cash and many items in merchandise started gathering at 2 a.m. for the 11:30 broadcast on April 5. In order to win, contestants had to answer a riddle.. The woman who answered correctly had arrived at 7:30 a.m. WNOX said an estimated 10,000 incorrect answers had been given during the weeks contest had been running. Following day new jackpot of $5.00 with new riddle, was announced. Jackpot is increased by $5.00 each day riddle goes unanswered.

Station Exchange

TRADING plugs back and forth, KFI-TV and KNBH (TV), both Los Angeles, are urging listeners to look at the other fellow's channel. KFI-TV, which is on daytime until 6 p.m., suggests to listeners they turn to KNBH, and when the latter signs off each night, listeners are urged to tune to KFI-TV for afternoon entertainment.

Journalism Contest

WINS New York, cooperating with Westchester *Herald*, is sponsoring a journalism contest for high school students. Winner will receive on-the-job training for one month at WINS and one month at the *Herald*, at regular staff wages. Contest runs from April 15 to May 28. Three weekly winners during May, who will compete for the grand prize, will receive $25, $15 and $10, and will participate in special weekly broadcast.

America's Favorite Pasttime

AS A TIE-IN with opening of major league baseball season, WIP Philadelphia on April 19 had pretty models in baseball uniforms distribute 100 regulation and professional size baseball bats to advertising agencies in the city. Lettered across length of bats was "Phila.—Slugger—WIP." A reduced reproduction in color of station's most recent sports ad was on a card addressed to person receiving the bat. Stoney McLinn, WIP sports director, distributed some of the bats to major league players during his *Dugout Interviews*, emanating from Shibe Park, where Philadelphia Athletics began the season.

'For the Ladies'

DISC jockey George Walker of WEBR Buffalo has launched a campaign aimed at eliminating taxes on such items as lipsticks, face powder, pocketbooks and compacts, so-called luxury items, but which women consider necessities, on his *T.N.T. Show* (Mon.-Sat., 7-10 a.m.). Mr. Walker has invited other disc jockeys throughout the country to join his campaign for the ladies.

Attendance Plus

MORE than 8,000 Iowans jammed the KRNT Theatre in Des Moines for two recent originations of ABC's *G. E House Party* with Art Linkletter. KRNT reports that lines started forming outside the theatre four and five hours before the 2:30 p.m. broadcast time. Mr. Linkletter made his only guest appearance in Des Moines on KRNT's *Betty Wells Show*.

Welcome Ad

WOR New York greeted delegates of Brand Names Foundation with an ad in *New York Times* on April 12. Occasion was annual meeting of Foundation in New York. Ad listed members of Foundation by product groups.

Betsy's Fan Mail

OFFER of 100 "Frank Buck sun-dial watches" to first hundred children who wrote in and asked for them netted 2,600 cards and letters for 8-year-old Betsy King, who conducts her own hour-long *Let's Have Fun* show, with recorded music, stories and chatter for youngsters, every Sunday over WCOP Boston, 9-10 a.m. A letter of apology, stenciled in Betsy's handwriting, is being sent to the 2,500 youngsters who didn't receive the watches, expressing hope that they're "still friends."

WLAM's Auto Show

SHOWING of 1949 automobiles resulted in most successful auto show held in Lewiston-Auburn, Me., area. WLAM Lewiston-Auburn sponsored three-day showing in cooperation with local dealers. WLAM staged show on non-profit basis, with dealers drawing lots for spaces in Lewiston Armory and paying flat rate per space to cover expenses. Tickets were distributed free by dealers and sold at door for nominal charge. WLAM was sole publicity and advertising medium used in promoting show, which prior to war had been newspaper sponsored. Station estimates some 15,000 people attended show. Dealers have signed with WLAM for a 1950 show.

'Newscaster'

WCMW Canton, Ohio, has established a "Newscaster" on the Cassilly Bldg. in Canton's Public Square. Three and a half foot letters flash news from 9 a.m. to 9 p.m., six days a week. Station reports "Newscaster" flashes headlines three hours before first newspaper is out.

'Certificate Card'

NEAT blue and silver "certificate card" is being mailed by WBEN-TV Buffalo, N. Y., to "Buffalo-area television pioneers." Station reports it has received so much mail, specially in response to its *Bouquets and Brickbats* question and answer program, that it is mailing the memento to the writers. Copy reads: ". . . This certificate is awarded in sincere appreciation of helpful technical and program suggestions offered to *The Buffalo Evening News* station in its first year."

Vacation Aid

MINIATURE pair of sun glasses has been distributed by WCCO Minneapolis-St. Paul, in conjunction with its April 11 ad in BROADCASTING. Theme of ad and promotion folder was to "Have a wonderful time . . . Stay on WCCO all year 'round—without *Summer hiatus.* . . ."

Wine Time

"COOKING WITH gas" may have its merits, but cooking with wine will prove more fruitful to 50 people in Southern California area with new contest on KLAC Hollywood Al Jarvis *Make-Believe Ballroom*. Contest, sponsored by Regina Wines, calls for submitting of recipe using wine. Fifty persons sending in best recipes will receive prizes ranging from washing machines to champagne. Contest closes May 3.

Public Relations

WARD A. COLEMAN, general manager of WENC Whiteville, N. C., is author of an article about station which appeared in March issue of *The Tar Heel Woman*, a state publication of the Business & Professional Woman's Club. Article describes WENC's service to its listening area, programming and objectives.

Dedication Edition

SPECIAL souvenier dedication issue of television section which appeared in *Los Angeles Times* has been distributed to the trade by KTTV (TV) Los Angeles, licensed to *Times*.

PIN BALL WINNERS

Stevenson Takes Playboy

PLAYBOY car donated for Transcription Broadcasting System's pin ball competition at the NAB Convention was won by Fred Stevenson, manager of KGRH Fayetteville, Ark.

Second place winners among NAB members who competed for high scores in the game are Ben Hoberman, WDET-FM Detroit; Aubrey Jackson, KGNC Amarillo; Harry Goldman, WROW Albany; Miss H. H. Hopkinson, NBC New York. A fourth was scheduled to be selected in playoffs. They received portable typewriters.

Miniature cameras went to third and fourth place winners: Ed Mullinax, WLAG La Grange, Ga.; Manny Marget, KVOX Moorehead, Minn.; (a third to be announced); and David Potter, WNAE Warren, Pa.; Len Nasman, WFMJ Youngstown, Ohio; Frank Conwell, KCIL Houma, La.; J. G. Ulmer, KGBK Tyler, Tex.; John J. Garrett Jr., WCBC Anderson, Ind.; Galen Gilbert, KGER Long Beach, Calif.; Robert Thomas Jr., WOAY Oak Hill, W. Va.; Vic Diehm, WAZL Hazleton, Pa. One is to be announced.

FAB Convention

ALBERT N. HALVERSTADT, manager of the radio and media department, Procter & Gamble Co., and Miss Lee Hart, assistant director of NAB Broadcast Advertising Dept., will address the Friday afternoon session of the Florida Assn. of Broadcasters annual convention in Jacksonville. Convention will be held at the Ponte Vedra Hotel May 6 and 7. Friday morning will be devoted to FAB business, and a banquet is scheduled for Friday evening. On agenda for Saturday morning are election of officers and a talk by Ken Ballinger. Hotel reservations for the convention are to be made with Ted Chapeau, WMBR Jacksonville, acting secretary-treasurer of FAB.

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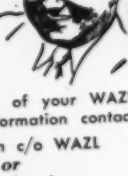

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Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact

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THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

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WRDW AUGUSTA

Sold to Radio Augusta

WRDW AUGUSTA, Ga., has been sold to Radio Augusta Inc., according to W. Ray Ringson, company treasurer. The deal, said to involve $175,000, is subject to FCC approval.

Purchaser is a new Richmond County, Ga., corporation, headed by Ernest D. Black, Macon, president; Allen M. Woodall, Columbus, and Emmett McKenzie, Macon, vice presidents; Charles Pittman, Macon, secretary; and Mr. Ringson, treasurer. Mr. Ringson also will be general manager.

Messrs. Black and McKenzie own WBML, the ABC outlet in Macon, and, in addition Mr. Black is president of WCOS Columbia, S. C. (ABC), and vice president of WDAK Columbus, Ga. (ABC). Mr. Woodall is president of WDAK Columbus and vice president of WCOS Columbia. He also is immediate past president of the Georgia Assn. of Broadcasters, chairman of the 1949 U. of Georgia Radio Institute, and has just been elected to the board of directors of NAB.

Mr. McKenzie is president of WBML and vice president of WCOS, and Mr. Pittman is general manager of WBML and secretary-treasurer of WCOS. WRDW Augusta, established in 1930 and the city's first 5 kw station, will continue its affiliation with CBS, Mr. Ringson said.

CUBAN OUTLETS

Two Change, One Deleted

CHANGES in assignments of two Cuban Class II stations have been reported by FCC following notification by Cuba under provisions of the North American Regional Broadcasting Agreement. Another Class II station has been reported deleted.

CMBC Rancho Boyeros, Havana, in October is to switch from 1 kw night, 5 kw day on 740 kc to 10 kw fulltime on 690 kc, directional. CMCD Regla, Havana, at that time is to switch from 5 kw on 1260 kc to 740 kc with 10 kw fulltime, directional. Station authorization reported deleted was CMKT La Maya, Oriente, 250 w fulltime on 1520 kc.

INDEPENDENTS' meeting group at the NAB Chicago Convention fortnight ago included (l to r) Ralph N. Weil, WOV New York; Carl Burkland, Radio Sales; Linnea Nelson, J. Walter Thompson Co.; Joseph A. Brechner, WGAY Silver Spring, Md.; Maurice Mitchell, NAB.

COLLEGE ASSN.

For Professional Radio Education Organized

A "UNIVERSITY Association for Professional Radio Education," an organization of 15 colleges and universities offering four-year professional training in broadcasting, was given permanent status and an official name during the NAB Convention.

The association, which had functioned under a provisional NAB status for nearly a year, is the result of education-industry conversations over a period of several years looking toward upgrading the calibre of professional radio education on the colege level. It was promoted by NAB's educational standards committee.

The following colleges and universities are charter members:

Baylor, Boston, Northwestern, Syracuse, Temple and Texas, Michigan State, Alabama, Denver, Miami, Oklahoma, Southern California, Tulsa, College of the Pacific and Texas College of Mines.

Russell Porter, U. of Denver, was named president; Donley Feddersen, Northwestern U., vice president; Tom Rishworth, U. of Texas, secretary, and William Sener, U. of Southern California, treasurer. Ralph Hardy and Judith Waller of NAB's educational standards committee were named to serve on an 11-man board of directors, along with the officers and the following group:

Leo Martin, U. of Alabama; Armand Hunter, Temple U.; Kenneth Bartlett, Syracuse U.; Ben Henneke, U. of Tulsa, and John Bachman, Baylor U.

A final revision of the organization's constitution and membership standards was completed in three days of sessions, highlighted by a series of open meetings for all directors of college professional radio training programs. Members stressed the fact that the association is not an "accrediting" organization for radio training programs of other colleges.

"Associate" memberships were set up for colleges whose academic or radio education patterns are materially different from those of active members, but who have signified their interest in the objectives of the organization.

MRS. ROOSEVELT

To Get Human Rights Award

MRS. ELEANOR ROOSEVELT, wife of the former President, who is heard over ABC with her daughter, Anna Roosevelt Boettiger, in a series of interest to women, will be one of several recipients of awards from the Women's National Press Club May 14 in Washington. Presentations will be made at the club's annual dinner and stunt party at Hotel Statler.

Mrs. Roosevelt

Mrs. Roosevelt will receive the club's "Woman of the Year" award for her work in 1948 as chairman of the United Nations Human Rights Commission. Some observers give the former First Lady major credit for the creation of the World Charter for Human Rights.

GAB INSTITUTE

Opens May 12 at U. of Ga.

FOURTH annual Georgia Radio Institute will be held May 12-14 at the Henry W. Grady School of Journalism, U. of Georgia, Athens, it was announced last week. A dinner featuring an address by Gov. Herman Talmadge will open the institute, which is sponsored by the Georgia Assn. of Broadcasters.

Hosts for the dinner will be WGAU and WFRC Athens. Plans for the institute are being arranged by a committee headed by Allen M. Woodall, owner and manager of WDAK Columbus, and former GAB president. Other committee members include John Fulton of WGST Atlanta and GAB president; Lewis Doster, WGAU; R. W. Ringson, WRDW Augusta; Marcus Bartlett, WSB Atlanta; Harben Daniel, WSAV Savannah; Edwin Mullinax, WLAG LaGrange and WSAC Columbus; Fred Scott, WKTG Thomasville; Charles W. Pittman, WBML Macon, and Dean John E. Drewry, Henry W. Grady School of Journalism, ex-officio.

Program of the institute will include luncheons, dinners, discussion groups and addresses by several persons prominent in the broadcasting industry, the announcement stated.

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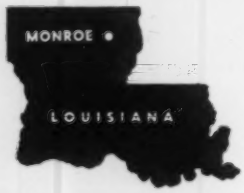
IN N.E. LOUISIANA
Right in Monroe, you can reach an audience with buying power comparable to Kansas City, Missouri. 17 La. parishes and 3 Ark. counties are within KMLB's mile-volt contour. Sell it on KMLB!



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MONROE, LOUISIANA
★ TAYLOR-BORROFF & CO., Inc.
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5000 Watts Day • 1000 Watts Night

Yessir! 213 booming counties lie inside the measured ½ mv. coverage of KCMO's powerful 50,000 watt beam! Add to this supercharged signal, programming that's carefully tuned to Mid-America listeners, and you have a formula for low cost per 1,000 coverage!

KCMO
Kansas City's Most Powerful Station
50,000 Watts Daytime—Non-Directional
10,000 Watts Night—
810 kc.
KANSAS CITY, MISSOURI
Basic ABC for Mid-America
National Representative: John E. Pearson Co.

Allied Arts

E. L. O'HEARN, former sales manager of KGBX Springfield, Mo., has joined Radio-Television Publicity Corp., Chicago, as district manager in Missouri, Kansas, Iowa and Nebraska. **E. W. (Bill) MALONE,** sales manager, will open West Coast office for firm May 1. He will headquarter in San Jose, Calif.

TELEWAYS RADIO PRODUCTIONS Inc., Hollywood, has announced production of *Hymns of the World*, transcribed series, featuring John Charles Thomas and The King's Men. **Air Arts Inc.** is preparing transcriptions. Series has been contracted for by ten stations.

AMERICAN FEDERATION OF RADIO ARTISTS, Washington-Baltimore Local, has distributed a radio-television directory of those cities. Information includes stations, agencies, advertisers, station personnel, casting directory and several articles on the industry.

Equipment

HAROLD HEINDEL, chief engineer of Andrea Radio Corp., Long Island City, N. Y., has been appointed secretary of corporation.

PAUL L. PALMERTON, comptroller of Western Electric Co.'s purchasing and traffic division, has been appointed acting director of public relations

Mr. Palmerton

Mr. Wright

effective May 1. Mr. Palmerton succeeds **FRED B. WRIGHT** as director of public relations when he relinquishes post under company's age retirement rule on May 31.

ZENITH RADIO Corp., Chicago, has announced production of new "Micro-Cobra" adapter, and an automatic record changer for 7 inch discs. Adapter is designed for use with Cobra-equipped record changers and plays either 33 1/3 or 45 rpm records in 7 inch size.

EDWIN J. SHERWOOD has been named television promotional manager of Admiral Corp., Chicago, with responsibility for conducting TV sales training programs for distributors in cooperation with regional sales managers. He formerly supervised Admiral account at Cruttenden & Eger, Chicago, where he was television director.

Mr. Sherwood

WALTER E. PEEK Inc., Indianapolis, has been formed for manufacture of television antennas. New product of firm is Tele-Tape indoor antenna which may be concealed under rugs, on baseboards, etc., by means of adhesive backed metallized tape.

AMERICAN NATIONAL DISTRIBUTING Inc., New York, has organized for distribution of Wagner-Nichols microdisc recorder in Metropolitan New York and northern New Jersey, Cincinnati, Chicago, Cleveland, Buffalo and Rochester. Officers of new firm are **EDWIN SCHEUING,** president of sales and promotion; **SIDNEY FEITELBERG,** vice president of management, and **ROBERT E. SCHEUING,** vice president of recording. Address of new firm is 119 W. 57th St., in care of Apex Recording Studios Inc., visual educational dealer for new recorder.

ALLEN B. DuMONT Labs., Clifton N. J., has announced reduction in prices of its 12 and 12½ inch cathode-ray TV tubes to $54.75 and $57.50, respectively.

WESTERN-CHICAGO Corp. has released seven-inch record changer that will play both RCA and Columbia discs. "Duo-Seven" includes velocity trip, three-second cycle change, controlled tone-arm performance and non-record slippage.

To Tour RCA Labs

A DELEGATION of some 250 NBC New York employes will travel to Princeton, N. J., Wednesday afternoon, April 27, for a tour of the RCA Labs. RCA spokesmen stated that the trip is one of a series of "family parties" designed to familiarize employes of the various RCA divisions with overall activities of the company. They emphatically denied rumors that this tour would be the occasion for unveiling of a perfected system of color television, reporting that work on color TV was still very much in the laboratory stage.

FARNSWORTH
Suits To Stop Sale Dismissed

SUITS to stop the sale of Farnsworth Television & Radio Corp. to International Telephone & Telegraph Corp. failed last week when New York Supreme Court Justice Bernard Botein dismissed stockholders' actions brought by Harry Hecht and Robert Kenny, the latter former Attorney General of California.

Justice Botein saw no conspiracy to defraud in the proposed transfer. He also asserted that there was no hint Farnsworth officers or directors would derive personal profit from the sale. He said he was not passing on whether or not the terms of the sale were adequate compensation, but noted that Farnsworth had entered negotiations with IT&T stripped of a good bargaining asset—a competing alternative. He also noted that the company lost $10,000,000 in the last four years and was currently losing $10,000 daily.

In Fort Wayne, Ind., a meeting of stockholders to pass on the proposed transfer was postponed for the second time to acquaint stockholders with the New York decision. New date for the stockholders' meeting is this Wednesday (April 27).

ASDJ EXPANSION
Seeks Broadcaster Affiliates

AMERICAN Society of Disc Jockeys, in its current efforts to expand from a fraternal type organization into a full-scale trade association, is seeking to obtain broadcasters' participation as affiliate members. Sam Picciani, executive secretary, said the association would serve as a clearing house for information as to how the disc jockey could be used to increase station revenue.

ASDJ recently began an organizational campaign to set up regional administrations throughout the country. It has sought volunteers among disc jockeys to head regional set-ups and currently has 27 out of a proposed 75 areas organized, Mr. Picciani said. ASDJ headquarters are in New York.

FAMILY
WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.
WIBW The Voice of Kansas in TOPEKA

RELIGIOUS RADIO

Bertermann Named NRB President

E. R. BERTERMANN, a producer of the *Lutheran Hour*, was elected president of the National Religious Broadcasters meeting in annual convention at Chicago's Congress Hotel April 19-22.

Radio panels Wednesday and Thursday morning were conducted by the Rev. Theodore Elsner, retiring president, who broadcasts on WIBG Philadelphia and WCFL Chicago.

Robert Saudek, ABC's vice president in charge of public relations, outlined Wednesday "Ten Commandments" for religious broadcasters to follow.

They are: "Don't make enemies in your audience, all faiths live in glass houses, don't steal (quotations) without giving due credit, improve each minute, brevity is the soul of radio sermons, don't be a Peter Pan—he never grew up, stay out of political controversies on the air, strive to improve shows constantly, sopranos do not necessarily make music, and don't keep talking when the audience has left."

Miss Elsie Dick, MBS director of religious broadcasting, warned NRB members that "listeners are not your congregation." Emphasizing that only clarity and delivery show sincerity, she added that many sermons are not understandable "even to people who go to church and certainly to those who don't."

"Radio has offered ministers a great opportunity to attract non-churchgoers. It doesn't take the church's place, but it does inspire persons to attend." She advocated programming which stresses practical application of faith in daily living.

Robert Hudson, CBS education director who spoke Thursday morning, suggested that religious broadcasters use the new method of making classical historical events current; that they recognize the medium as a point-to-point means of communication, and that broadcasting and telecasting be used to create a receptivity for subsequent action. He recommended working with a central idea and building around it rather than diversifying subject matter.

Final address was given by Dr. Sherman P. Lawton, radio director at the U. of Oklahoma. He outlined methods and results of AM research in religious programming. Explaining that 5% of radio is devoted to religious shows, he added that 41 of 53 church councils in the U. S. use the medium.

Dr. Lawton concluded that NRB men should determine the character of the audience; vary types of shows and utilize professional production techniques.

After the seminar, winners in the transcribed program competition for the year were announced. Best all-around show was *Light and Life*, followed by *Haven of Rest* and *Sermon in Songs*. First prize in the new technique class was *Quizpiration*, while best local shows included *Musically Yours*, *Windows of the World* and *Missions Militant*. Three firsts were awarded to WPTL (FM) Providence, R. I., year-old station, for its *Musically Yours*, *Story Lady* (children's) and *Mountain Climbers* (youth).

FM DELETIONS

Eleven More Drop

ELEVEN more FM authorizations have been deleted by the FCC, bringing the total number of dropouts since the first of the year to 67 [BROADCASTING, April 4]. Ten of those deleted held construction permits and one a conditional grant.

Four of the ten which automatically forfeited their permits through failure to prosecute were: W J R D - F M Tuscaloosa, Ala; K F N F - F M Shenandoah, Iowa; KPAC-FM Port Arthur, Tex., and KCBD-FM Lubbock, Tex.

WSAR-FM Fall River, Mass., requested cancellation after being on interim operation without acquiring a satisfactory FM audience. In view of this and the rapid month-to-month growth of television, it did not seem economically feasible to continue, FCC said.

WFYE Miami, Fla., withdrew because York L. Wilson, chief owner, wishes to devote attention to radio and television interests in Richmond, Va., FCC said.

WKPB Knoxville, Tenn., stated in its request for cancellation that although it has been on the air with temporary authorization, no time has been offered for sale due to its limited audience.

WMMJ Peoria, Ill., said it has been unable to complete negotiations with the Peoria Transportation Co. for establishment of transit FM prior to expiration of its permit. Station will apply for reinstatement as soon as feasible.

Details of FM deletions follow:

KVSM-FM San Mateo, Calif.—San Mateo County Broadcasters, CP, April 14. No reason.

KWGD St. Louis—Globe-Democrat Pub. Co., CP, April 12. Company has purchased stock in KWK-AM-FM in same city and intends to cooperate fully in development of these stations and proposed TV station.

WMMJ-FM Peoria, Ill.—Mid-State Broadcasting Co., CP, April 18. Unable to complete negotiations for transit FM prior to expiration of permit.

WKPB (FM) Knoxville, Tenn. — Knoxville Pub. Co., CP, April 18. Lack of FM audience.

WFYE (FM) Miami, Fla.—Tropical Broadcasting Co., CG, April 18. Other radio and television interests.

WHIA (FM) Mineola, N. Y.—Harry D. Fornari, CP, April 18. No reason.

WSAR-FM Fall River, Mass.—Fall River Broadcasting Co. Inc., CP, April 18. Lack of listener interest in FM and rapid growth of television.

KCBD-FM Lubbock, Tex.—Caprock Broadcasting Co., CP, April 13. Forfeited.

WJRD-FM Tuscaloosa, Ala.—James R. Doss Jr., CP, April 19. Forfeited.

KFNF-FM Shenandoah, Iowa—KFNF Inc., CP, April 19. Forfeited.

KPAC-FM Port Arthur, Tex.—Port Arthur College, CP, April 19. Forfeited.

A. S. ABELL CO.

Gets Commercial License

EIGHTH commercial television license was granted by FCC last week to WMAR-TV Baltimore, owned by A. S. Abell Co. Facilities covered are Channel 2 (54-60 mc) with effective radiated power of 16 kw visual, 10 kw aural and antenna height above average terrain of 405 ft.

WMAR-TV was first granted construction permit by the Commission in 1947 and commenced operations in October of that year. A. S. Abell Co., publisher of the Baltimore *Sunpapers*, also was owner and operator of AM and FM stations there but the AM was subsequently given up [BROADCASTING, Nov. 29, 1948]. Former FCC Comr. E. K. Jett is vice president of Abell and director of radio.

KFNF MOVE

Opposed by KJSK

OPPOSITION to the proposed move of KFNF Shenandoah, Iowa, to Lincoln, Neb., has been filed with FCC by KJSK Columbus, Neb., stating that "KFNF proposes to advance itself by injury to KJSK." A hearing is requested.

KFNF, assigned 1 kw day, 500 w night on 920 kc, also seeks to boost its power on that frequency to 5 kw fulltime using directional antenna. KJSK is assigned 1 kw daytime on 900 kc.

Attention Subscribers—

Mailing of the

1949 YEARBOOK

has been completed

EVERY BROADCASTING subscriber on our books as of April 1 has received the 550-page 1949 Yearbook.

Effective April 2, the 1950 Yearbook (to be published next January) will be included with each new BROADCASTING subscription or renewal processed during the next 12 months.

YEARLY SUBSCRIPTION

52 weekly issues and 1950 Yearbook—$7.00

NOTE: A limited supply of 1949 Yearbooks is now available at $5.00 per copy.

BROADCASTING TELECASTING

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CIVIC OPERA BLDG.— CHICAGO

COMPLETE erection of 10 tons of supporting steel and FM-TV antenna— 700 feet above street level.

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B D N

STEEL ERECTING CO.

82 W. WASHINGTON ST.

Phone: Financial 6-3496

CHICAGO 2, ILLINOIS

FCC Actions

(Continued from page 74)

Applications Cont.:

Evans, Kenneth W. McCrum, John K. Rickard, Vern Minor and Frank Fee d/b as KWHK Bcstg. Co. to James E. Murray.

Assignment of License

KSTB Breckenridge, Tex.—Assignment of license from Robert W. Chapman and Manning L. Trammell d/b as Stephens County Bcstg. Co. to Stephens County Bcstg. Co. Inc.

April 21 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Following were granted renewal of licenses for period ending May 1, 1952: WCAO and Aux. Baltimore; KSD St. Louis; KMVI Wailuku, T. H.; KUTA Salt Lake City; WEUS Eustis, Fla.; WKBN Youngstown, Ohio; WMUR Manchester, N.H.; WRBC Jackson, Miss.; WAGA Atlanta; KCRS Midland, Tex.; KFGO Fargo, N. D.; KFRM Kansas City; KFXD Nampa, Ida.; KFXM San Bernardino; KGHL Billings, Mont.; KGW Portland, Ore.; KHQ Spokane; KMJ Fresno, Calif.; KPQ Wenatchee, Wash.; KTBB Tyler, Tex.; KVOS Bellingham, Wash.; KWFT Wichita Falls, Tex.; WAVU Albertville, Ala.; WEEI Boston; WETB Johnston City, Tenn.; WDAF Kansas City; WJMS Ironwood, Mich.; WKRC Cincinnati; WLBZ Bangor, Me.; WOW Omaha; WQAM and Aux. Miami; WSVA Harrisonburg, Va.; WWNC Asheville; WHKC Columbus, Ohio.

WLET-FM Toccoa, Ga.—Granted renewal FM license for period ending Dec. 1.

License Extension

WGWD Gadsden, Ala. — Granted temp. extension of license for period ending Sept. 1, pending receipt of requested information.

WIND (and Aux.) Chicago—Same.
KTAR Phoenix, Ariz.—Same.
KOPR Butte, Mont.—Same.
KWAL Wallace, Ida.—Same.
KPOA Honolulu, T.H.—Same

License Renewal

Following were granted renewal of licenses for period ending May 1, 1952: KDAL Duluth; KGMB (and Aux.) Honolulu; KTBC (and Aux.) Austin, Tex.; WEAU Eau Claire, Wis.; WGAI Elizabeth City, N. C.; WIBW Topeka, Kan.; WSGN Birmingham, Ala.; WTAR (and Aux.) Norfolk, Va.

Assignment of License

KIOX Bay City, Tex.—Granted assignment of license from partnership composed of John George Long, T. C. Dodd and Harry L. Reading Jr., to John George Long d/b as Bay City Bcstg. Co., for $12,878.

TV—54-60 mc

WMAR-TV Baltimore — Granted license for TV station; ERP vis 16 kw aur. 10 kw; ant. 405 ft. above average terrain. Channel 2 (54-60 mc).

Waiver Granted

WOAK Oak Park, Ill.—Granted request for waiver of minimum hours requirement of Sec. 3.261 governing FM stations.

Waiver Denied

KSFH San Francisco—Denied request for waiver of minimum hours requirement of Sec. 3.261 governing FM stations to permit station to operate for minimum of two hours per day.

BY A BOARD

AM—1150 kc

Paul A. Brandt, Mt. Pleasant, Mich.—Granted CP new station 1150 kc 500 w D, eng. cond.; estimated cost: $15,069.

Hearing Designated

WHTN Huntington, W. Va. and Portsmouth Bcstg. Co. Portsmouth, Ohio—Designated for hearing in consolidated proceeding application WHTN to change facilities from 800 kc to 1260 kc, D to unl. DA-N, 1 kw with application Portsmouth Bcstg. Co. for new station 1260 kc 1 kw unl. DA.

Petition Denied

Suburban Bcstg. Corp. New Rochelle, N. Y.—Denied petition requesting reconsideration and grant without hearing of application for new station 1460 kc 500 w D.

April 21 Applications . . .

ACCEPTED FOR FILING

AM—1280 kc

Radio Fitchburg Inc., Fitchburg, Mass.—CP new AM station 1280 kc 500 w D. AMENDED to request 1 kw unl. DA-DN.

License for CP

WSKB McComb, Miss.—License to cover CP change power, frequency etc.
WAEB Allentown, Pa.—License to cover CP new AM station.
WPLI Jackson, Tenn.—Same.
WNOR Norfolk, Va.—Same.

APPLICATION DISMISSED

Gilroy Bcstg. Co., Gilroy, Calif.—DISMISSED April 14 application for CP new AM station 1290 kc 1 kw D.

AM DELETION

WGNE Carolina Bcstg. System Inc., Greenville, N. C.—DELETED April 1 CP for new AM station 1270 kc 1 kw D.

Box Score

SUMMARY TO APRIL 21

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,976	1,927	230	...	422	247
FM Stations	724	315	575	24*	95	29
TV Stations	59	8	113	...	323	180

*8 on air

CALL ASSIGNMENTS: KELL Waxahachie, Tex. (Ellis County Broadcasting Co., 1390 kc, 500 w, daytime); KLVT Levelland, Tex. (Herald Broadcasting Co. 1230 kc, 250 w, fulltime); WINA Charlottesville, Va. (Charlottesville Broadcasting Corp., 1280 kc, 1 kw, daytime); WNCA Aiken, S. C. (Aiken-Augusta Broadcasting Co., 1300 kc, 1 kw, daytime); WUSJ Lockport, N. Y. (Lockport Union-Sun and Journal Inc., 1340 kc, 250 w, fulltime); KVLC-FM North Little Rock, Ark. (Southwestern Broadcasting Co., Class B, Channel 231, 94.1 mc, ERP 9 kw); WHIM-FM Providence, R. I. (Inter-City Broadcasting Co., Class B, Channel 260, 99.9 mc ERP 16.4 kw); WUSJ(FM) Lockport, N. Y., changed to WUSJ-FM (Lockport Union-Sun and Journal Inc.).

AM APPLICATIONS

Oneonta, N. Y.—Oneonta Broadcasting Co., 910 kc, 1 kw daytime; estimated cost $19,681.95. J. E. Bains, sole owner, has an abstract and title search business.

Dade City, Fla.—Seminole Broadcasting Co., 1310 kc, 1 kw, daytime; estimated cost $35,000. Applicant is owner of WSWN Belle Glade, Fla. Principals: Dr. R. G. Nelson, physician, treasurer, 46.66%; Dr. S. C. Harvard, physician, vice president 25%; Tom Watson Jr., president 25%; Katheryn N. Watson, secretary 1.66%; Mary M. Foy 1.66%.

Transfer Requests

WKUL Cullman, Ala.—Assignment of license from H. H. and D. T. Kinney, co-partnership d/b as Cullman Broadcasting Co., to new co-partnership of same name composed of Hudson C. and Alexander B. Millar. Millars buy WKUL and weekly Cullman "Banner" from Kinneys for $100,000, of which about $65,000 was for WKUL. Hudson Millar has been in newspaper and agency fields. His brother, Alexander, has been in Army. WKUL is assigned 250 w fulltime on 1230 kc.

KDAN Oroville, Calif.—Assignment of license from Dan L. Beebe, Floyd L. Sparks and Betty Clark Sparks partnership, to new partnership composed of Dan L. Beebe, Floyd L. Sparks, Betty Clark Sparks, Arden Booth and Dan L. Beebe Jr. d/b as Oroville Mercury Broadcasting Co. Original partners retain majority control of 75%. Arden Booth receives 20% interest for $10,000. Mr. Booth is manager of KDAN. Dan L. Beebe Jr., newspaper publisher, receives 5% interest for $2,500. KDAN operates on 1340 kc, 250 w, unlimited.

WHTB Talladega, Ala.—Transfer of control by Melvin Hutson, manager, of 60% of common stock to R. A. Davidson. Mr. Davidson is 60% stockholder and commercial manager of WHMA Anniston, Ala. Mr. Hutson receives $16,500 for his interest. D. Hardy Ridder and Harry Held retain 40% interest. WHTB is assigned 1230 kc, 250 w, unlimited.

WWSO Springfield, Ohio—Transfer of control through sale of 50% interest by Gus Sun, Phil Chakeres, Robert Shaw and Gus Sun Jr. to Bradley Kincaid, already 25% owner; S. A. Sisler Jr., also 25% owner, and Mr. Shaw for $36,-500. Mr. Sisler also has part interest in WKYW Louisville, WXGI Richmond, Va., and WXLW Indianapolis. Mr. Shaw is general manager and 40% owner of Gus Sun Booking Agency. WWSO is assigned 1210 kc, 250 w, daytime.

KCSB San Bernardino, Calif.—Assignment of license from Woodrow Miller to Essie Binkley West for $32,000.

Mrs. West is founder and president of Old Time Faith Inc., home for girls, and has been associated with her son in operation of Glendale's Radio City. Mr. Miller is unable to continue operation of station because of other business. Mrs. West is applicant for new station at Riverside, Calif., to be cancelled upon grant of transfer. KCSB operates on 1350 kc with 500 w daytime.

WEUS Eustis, Fla.—Assignment of license from C. Harold Ferran, E. L. Ferran, Harvey K. Glass, R. J. Schneider and Frank W. Stebbins d/b as Lake County Broadcasters to Paul Hunter for $75,000. Mr. Hunter is owner of WLBF Leesburg, Fla. He plans to surrender the WLBF license to FCC. Mr. Hunter is also president and owner of Shaw-Hunter News Agency. WEUS operates on 790 kc, 1 kw unlimited.

KWYO Sheridan, Wyo.—Transfer of control from R. E. Carroll, sole owner, to Jim Carroll and Donald E. Tannehill for $55,000. Each acquires 50%. Jim Carroll is manager of KWYO and Mr. Tannehill is station manager of KRJF Miles City, Mont. R. E. Carroll is withdrawing because of ill health. KWYO is assigned 1410 kc, 1 kw day, 500 w night, fulltime.

WFEC Miami, Fla.—Transfer of control from William E. Benns and Maria Skinner to Dorothy Bartell. Mr. Benns, owner of 99 shares, sells 73 shares at $100 per share. Maria Skinner sells 1½ shares, her total holding. Dorothy Bartell already holds 45¼ shares, as does Melvin Bartell. Lee Benzor retains 9 shares. WFEC is assigned 250 w daytime on 1220 kc.

KLAC Los Angeles—Transfer of control of KMTR Radio Corp., licensee, through resale by Warner Bros. Pictures Inc. of all stock to KLAC Inc., new firm composed of Ralph L. Atlass and Benjamin Lindheimer, each 50% owner. Consideration $405,000. Deal is contingent upon purchase by Warner Bros. from Dorothy Thackrey of KLAC-AM-TV and KYA San Francisco for $1,045,000 [BROADCASTING, June 28, 1948, April 18]. Warner Bros. is licensee KFWB Los Angeles. Mr. Atlass is part owner and general manager of WIND Chicago. KLAC is assigned 5 kw day, 1 kw night on 570 kc, fulltime.

CHICAGO AUDIENCE FACTS

Sunday
12 Noon to 5 P.M.

Network A.....1st
Network B.....2nd
WIND 3rd
Network C.....4th
Network D.....5th

PULSE Jan.-Feb. '49

W·I·N·D 560 KC 24 hours a day

Peabody

(Continued from page 27)

casting. Davidson Taylor, CBS vice president and director of public affiairs, accepted the prize to CBS for programs promoting international understanding.

Broadcasters of the Mountain and Plain states were praised for the activities during the 1949 blizzard: They "distinguished themselves by rendering highly important service to the many isolated communities," Chairman Weeks said. "For this distinguished service, in this emergency, radio stations of the Mountain and Plain states are to be strongly commended."

The citation to WNEW for its *Little Songs About the UN* was received by Richard Pack, the station's director of publicity and special events. Parker Wheatley, executive secretary, accepted the award to the Lowell Institute Council, and Jack Lewis, director of the Rocky Mountain Radio Council, received its award.

Arthur Pryor, vice president in charge of radio for BBDO and vice president of the Radio Executives Club, presided at the luncheon in the absence of Carl Haverlin, BMI president, who is president of the club.

The winners in the different categories, with citations:

Contribution to the Art of Television—"Actors Studio" (ABC)—For "uninhibited and brilliant pioneering" in telecast drama. " 'Actors Studio' acting, direction, lighting, and production show the highest degree of skill and resourcefulness." It "is the first to recognize that drama on television is neither a stage play nor a movie, but a separate and distinct new art form."

Reporting and Interpretation of the News—Edward R. Murrow (CBS)—For more than a decade, "one of the most reliable and shining lights in the overcast of news analysis . . ."

Entertainment in Drama — (Two Awards) — To "NBC University Theatre" for "an hour's dramatization of some of our finest novels and short stories." Launched as an experiment in July 1948, it brought response "so vociferous that the network pocketed any misgivings it may have had; moved the show to a more desirable hour, and found the actors and the funds to sustain a series of absorbing and skillfully adapted programs."

Other award, for Best Entertaining in Comedy, to Groucho Marx, "that wonderful pugilist," in "You Bet Your Life" (ABC). Groucho "is the only man on the air who can work without a script and bat off a brilliant succession of witticisms . . . He is the dean of all wise-crackers in the country . . ."

Entertainment in Music—NBC, for its over-all contribution to broadcast of good music, with special reference to NBC Symphony, Orchestras of the Nations, and First Piano Quartet. NBC "early recognized the need for special instruments and special programs in classical music . . . All in all, this is a record of enterprise to be proud of."

Educational Program— "Communism —U. S. Brand" (ABC)—to Robert M. Saudek, vice president in charge of public affairs of ABC. Dramatic in form, it explained without exaggeration what Communism is and how it infiltrates and operates within our country. The action throughout was commented on by an interpolated voice which always introduced himself as a footnote—an original and effective device.

A special citation to Rocky Mountain Radio Council. Organized in 1939, the council has demonstrated how broadcasters, utilizing the unlimited resources of colleges, schools, libraries, women's clubs, farm groups, and the like, can be of great public service.

A special citation to Lowell Institute Cooperative Broadcasting Council, Boston. The Institute has recruited the ablest teachers and scholars in a series of invigorating programs, an enormous advance in adult education.

Children's Program—"Howdy Doody" (NBC)—This beguiling puppet show has devised a formula that is frequently educational, never frightening, or offensive, and ivariably hailed with rapture by children themselves.

Promotion of International Understanding—(CBS)—Special reference to Larry Leseuer, "Memo From Lake Success," "Between the Dark and Daylight," "UN in Action," "Crusade for Children," "As Others See Us," and "An American Abroad." To CBS for its work in the promotion of international understanding, as exemplified by the objectivity of CBS news correspondents and analysts throughout the world.

A special citation to WNEW New York, for initiative in creating "Little Songs About U.N." in the interest of international understanding.

Public Service by a Regional Station—KNBC San Francisco ("Forests Aflame"). During the period of greatest forest fire danger, KNBC produced nine weekly dramatic programs "Forests Aflame" containing a vital message on conservation.

Public Service by a Local Station—WDAR Savannah, Ga. ("You and Youth"). WDAR has not only contributed wisely and helpfully to problems of juvenile delinquency, but has provided a program pattern which has attracted much favorable notice over a wide area, and which can, with profit, be studied and adapted by other broadcasters.

SPORTS PACKAGE

Large KRNT Block Sold

PURCHASE of sports package, including all sports events broadcast throughout the year by KRNT Des Moines, by the General Electric Supply Corp. has been announced by Bob Dillon, KRNT manager. The contract, signed for GESCO by Glenn Clark, Des Moines branch manager, and Dan Kelly, manager of the Omaha, Neb., sales division, calls for more than 100 action sports broadcasts. Schedule began with the April 19 opening of Des Moines Bruins' baseball season.

Al Couppee, KRNT sports director, is handling the play-by-play sportscasting for the package, which includes broadcasts of baseball, football, basketball, track and other major Iowa sports events. Bill Hippee, KRNT sales representative, handled the sale with GESCO's agency, Allen & Reynolds, Omaha. Floyd Meullen is account executive for the agency.

* * *

Completing sale of the KRNT sports package are (l to r): seated—Messrs. Mellen, Clark and Kelly; standing—Mr. Hippee; Paul Elliott, KRNT sales manager; Messrs. Couppee and Dillon.

PETITIONS

Deep South, Scripps-Howard Denied by FCC

PETITION of Deep South Broadcasting Co., seeking reconsideration of FCC's January grant of new facilities to WNOE New Orleans, was denied by the Commission last week [BROADCASTING, Jan. 31]. Errors in the decision alleged by Deep South were held to be "without merit."

Meanwhile the Commission also denied petition of Scripps-Howard Radio Inc., Cleveland, for stay of issuance of the construction permit granted by FCC in January to Cleveland Broadcasting Inc. for a new AM station there on 1300 kc with 5 kw fulltime [BROADCASTING, Jan. 31].

WNOE was granted switch from 250 w fulltime on 1450 kc to 50 kw day, 5 kw night directional, on 1060 kc. Deep South sought the same facilities for a new outlet there. WNOE is owned by former Gov. James A. Noe, who also owns KNOE Monroe, La. Deep South is headed by John D. Ewing, trustee and 25% owner of the Robert D. Ewing Estate. The estate owns KWKH Shreveport, La., and 80% of KTHS Hot Springs, Ark., as well as the Shreveport *Times* and Monroe *World* and *News-Star*.

Coy, Hennock Concur

FCC Chairman Wayne Coy and Comr. Frieda B. Hennock concurred with the majority to deny the Deep South petition although they did not originally favor the WNOE grant. Comr. Coy had voted to grant the bid of Deep South while Comr. Hennock had voted for further hearing.

Deep South requested rehearing, reconsideration and grant of its own application on grounds of three alleged principal errors in the Commission's ruling favoring WNOE. These were: FCC's decision to favor an existing station over a new applicant was contrary to public interest; the decision's finding that Deep South's program plans were not as definite as WNOE's was incorrect, and the finding that a grant to Mr. Noe would tend more to diversify the control of mass media of communication was in error.

FCC PROPOSALS

1 Grant Made, 4 Denied

PROPOSED decisions were reported by FCC last week to grant new AM facilities of 250 w fulltime on 1340 kc at Ashland, Ohio, to Beer & Koehl, licensee of WATG (FM) there, and to deny request of Home News Pub. Co., New Brunswick, N. J., for new AM station on 1230 kc, 250 w fulltime.

In the Ashland case, the Commission proposed to deny the mutually exclusive applications of The Mount Vernon Broadcasting Co., Mount Vernon; Mound Broadcasting Corp., Newark, and The Zanesville Broadcasting Co., Zanesville, all Ohio. All but the Ashland bid were rejected on grounds of excessive interference to existing stations.

Likewise, the Commission denied the application of The Home News Pub. Co. because the station proposed would cause objectionable adjacent channel interference to WCAU Philadelphia, operating on 1210 kc with 50 kw.

FCC found that the proposed Beer & Koehl station at Ashland would cause slight interference to WADC Akron, Ohio, but that this was not excessive or contrary to its engineering standards.

Ownership of the new grantee and the other applicants follows:

Ashland, Ohio—Beer & Koehl, 1340 kc, 250 w, fulltime. Applicant is copartnership of Robert W. Beer and Edgar Koehl. Mr. Beer is general manager of WATG (FM) Ashland, licensed to the partnership, and is 50% owner of the daily *Times-Gazette* there. Mr. Koehl owns other 50% in the newspaper and also is 50% owner of daily paper at Galion, Ohio.

Mount Vernon, Ohio—The Mount Vernon Broadcasting Co., 1340 kc, 250 w, unlimited. Principals: Dana T. Burns, professor at Baldwin-Wallace College, Berea, Ohio, president 24%; Maria C. Burns, associate professor at Baldwin-Wallace, treasurer 24%; Clarence A. Gillilan, transmitter supervisor WJW Cleveland, vice president 1.2%. There is group of minor stockholders holding remaining interest.

Newark, Ohio—Mound Broadcasting Corp., 1340 kc, 250 w, unlimited. Principals: William A. Sodare, transmitter engineer WCHS Charleston, W. Va., president and owner 66⅔ shares of total 280 shares; Francis X. Green, onetime with FCC's Foreign Broadcast Intelligence Service and now with Dept. of Justice assisting in prosecution of war traitors, secretary-treasurer 66⅔ shares; John C. Quinn, onetime with WARM Scranton, Pa., and who has been overseas on government assignment, vice president and 66⅔ shares. Four local residents hold remainder of stock.

Zanesville, Ohio — The Zanesville Broadcasting Co., 1340 kc, 250 w, unlimited. Applicant is partnership of William A. Hunt, 58%, and Lyle P. Lee, 42%. Mr. Hunt was formerly assistant to the chief engineer of Fort Industry Co. and now is in local radio sales and service work. Mr. Lee is former announcer at WHIZ Zanesville and now is farming with his father.

New Brunswick, N. J.—The Home News Pub. Co., 1230 kc, 250 w, unlimited. Applicant publishes daily *Home News* and Sunday *Times*. President and chief stockholder is Elmer B. Boyd.

At Deadline ...

PROPOSED 540 KC LIMIT DEFENDED BY FCC

FCC SIGNIFIED its belief Friday that proposed limitation on 540 kc [BROADCASTING, Feb. 28] "in no way serves to immobilize the use" of this new broadcast channel in this country (also see page 29).

Statement was in answer to charge made earlier by NAB [BROADCASTING, March 21]. NAB claimed 540 kc could be put to little effective use under proposed limitations, which would set 1 kw power ceiling and prohibit use altogether within 25 miles of 224 specified military installations.

FCC statement was in connection with proposals for Fourth Inter-American Radio Conference and Region 2 Conference which open in Washington today (Monday). FCC reiterated that only service allocations, not specific frequency uses, will be considered.

With respect to NAB plea that mobile frequencies be kept free from both domestic and international interference, FCC said it "has the needs of this service before it as background for the inter-American proposal and plans to consider these comments further in connection with preparation of a frequency assignment plan."

TV SET RECORD IN MARCH; AM UP, FM DOWN FOR MONTH

TV SET production by Radio Mfrs. Assn. members totaled 182,361 in five work weeks of March compared to 118,938 in February and 121,238 in January, setting all-time monthly and quarterly records. First quarter output was 422,537 TV sets, 3½ times that of first quarter in 1948. Highest previous monthly TV record was 161,179 sets produced last December.

Production of AM-FM sets (not including FM tuners in some TV models) totaled 71,216 in March compared to 98,969 in February and 147,733 in January. Quarterly total was 317,-918 AM-FM sets.

AM set production increased to 607,570 in March compared to 498,631 in February and 561,900 in January. Quarter's total was 1,668,-101. Total output of all sets in March was 861,147 compared to 716,538 in February and 830,871 in January, with 2,408,556 for the first quarter compared to 4,372,296 in the first quarter of 1948.

WNJR SIGNS AFRA PACT

WNJR Newark has signed contract with AFRA station announced Friday, bringing all city's stations in union fold. Two-year contract, effective March 15, provides approximately 10% wage increase with base pay and minimum guarantees lumped together. Harry Goodwin, WNJR general manager, and George Heller, AFRA national executive secretary, signed pact.

TELEVISION'S INROADS

ALL MEDIA will suffer from television's incursions on the available advertising dollar, with newspapers feeling video's inroads least, according to Harold V. Manzer, president, Newspaper Advertising Executives Assn. In address before National Newspaper Promotion Assn.'s 19th convention in New York, Mr. Manzer noted large-scale promotional "war" currently waged by radio, newspapers, magazines and television, which he termed a "lusty competitor."

LIMITED ROLE FOR MOVIES IN TV INDUSTRY URGED

QUESTION whether motion picture companies shouldn't be required to limit TV activities to production and distribution of program material was raised before FCC Friday in brief by four non-movie TV applicants.

Referring to FCC's current study of qualifications of major film producers and others found to have violated anti-trust laws, they said "the television industry is in active danger of becoming subject to the same restrictive forces that have warped the growth" of film industry.

FCC should not "permit an illegal pattern to grow up in television broadcasting" by granting TV stations to motion picture companies, "thus combining in a new medium exhibition and distribution," FCC was told.

Brief was filed in opposition to 20th Century-Fox Film Corp.'s request for declaratory ruling on whether movie firms are disqualified because of anti-trust decisions [BROADCASTING, March 14]. 20th Century is TV applicant in Boston, San Francisco, Seattle, Kansas City, and St. Louis.

Four rivals of 20th Century submitted brief: Boston Metropolitan Television Co.; Television California (San Francisco); KING Seattle, and KCMO Kansas City. It was filed by Washington law firm of Haley, McKenna & Wilkinson.

They claimed only possible function of declaratory ruling would be to "explain the provisions of the Communications Act to Fox's counsel." Film companies are not barred by Communications Act, brief said, but FCC could conclude that licensing them would violate public interest. Even so, it was noted, they would be entitled to hearing. Most effective approach would be to act on case-to-case basis, brief maintained.

KOHLER HEADS VOICE

FOY D. KOHLER, American charge d'affaires in Moscow, will return to U. S. to take charge of Voice of America broadcasts to foreign countries. Most of these broadcasts are intended to penetrate the iron curtain. Mr. Kohler becomes chief of State Dept. International Broadcast Division, succeeding Charles W. Thayer who becomes first secretary at U. S. Embassy in Athens.

NEW SECURITY RULING

REVISED security ruling made public Friday by Defense Secretary Louis Johnson's office provides civilian contractors must get approval from office before making public any information on military items they are manufacturing. Retired service officers required to submit military articles for review prior to publication. Reserve and national guard personnel must submit articles based on facts obtained through postwar training.

KELLY JOINS WMAL

CHARLES L. KELLY, formerly with WNBW Washington, appointed director of programming for WMAL WMAL-TV WMAL-FM, *Evening Star* stations in Washington, Kenneth Berkeley, vice president and general manager, announced Friday. He assumes duties effective May 2, replacing Fred Shawn, resigned [CLOSED CIRCUIT, March 21]. Mr. Kelly was named WNBW program manager in July 1948, and previously served with WTTG (TV) Washington and DuMont operations in New York.

AT&T LIMIT ON COAXIAL CABLE DRAWS PROTEST

ARRANGEMENTS limiting use of AT&T coaxial cables for network television origina tions eastbound from Chicago [BROADCASTING April 11] were protested by National Assn. o Broadcast Unions & Guilds in letter to FC Chairman Wayne Coy. Letter, released Fr day, said decision was "arbitrary and capricio and was made solely in the interests of mono oly control." It asked for FCC probe.

ABUG said it had hoped Midwest tale would be enabled to compete with talent eastern TV centers, but noted that und present plans there could be no network ori inations from Chicago prior to 6 p.m. on wee days and only by special arrangement Saturdays and Sundays. Time allocations New York-Chicago channels, effective May were worked out after lengthy discussions b tween representatives of TV networks an AT&T.

KGO-TV (ABC) San Francisco reports goo reception of its test patterns as far away Reno, Nev., about 220 miles. Station w begin regular programming May 5 as four ABC owned and operated video outlet.

Closed Circuit

(Continued from page 4)

which should mean minimum of new produ tion.

APROPOS reports that WLIB, New York i dependent, will be transferred by Doroth Schiff Thackrey to syndicate headed by Mor Novik, New York radio consultant, latt states: "These rumors have been going on f years. This is just another one."

WITH SPECIAL DEAL for one program a ready bagged, KPIX (TV) San Francisco Pre dent Wesley I. Dumm has CBS-TV affiliati in his pocket and CBS, its San Francisco T application caught in freeze, thereby has b Area outlet in offing. KPIX Manager Philip Lasky took contract home from New York; it regular affiliation pact, cancellable by eith on three-month notice. If Mr. Dumm sig CBS will start shipping kinescope recordin In any event, arrangements completed f KPIX to carry films of General Electri *Fred Waring Show*, which GE wanted to rea San Francisco market.

THAT legal row over music copyright contra in South Dakota may have more sinister imp cations that $470 suit indicates. Legali see chance of wholesale cancellations shor court uphold station's charge contract is v due to coercion, lack of mutuality and failu to provide catalog (see page 28).

EVEN WITHOUT Sen. Johnson's blast abo legal staff's domination of FCC, Commissione were looking for means whereby each could h independent legal assistance on tough pro lems. It might be accomplished by assigni legal assistant to each Commissioner; l there's some thought of setting up independ office to counsel personally with any Comm sioner who needs legal advice on specific cas

ONE PROPOSAL FCC itself has advanced l which has been collecting dust since last Aug might offer solution to this problem, or at le improve manpower situation. That's plan let examiners' recommended decisions sta as Commission's proposed decisions. Job of vising examiners' recommendations now grosses five who could be freed, at le partially, for other duties.

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — MARCH-APRIL Trade Paper Edition

KMBC-KFRM Serves Rich Farm Area

"SALLY BAKER" NAMED NEW KMBC-KFRM HOME ECONOMIST

Sally Baker, new director for KMBC's nationally famous "Happy Kitchen" program, is Home Economist for The KMBC-KFRM Team. Miss Baker, a Home Economics graduate of Oklahoma A. & M. College, Stillwater, Oklahoma, joined The Team after serving as director of Women's Programs for WRFD, Worthington, Ohio.

Miss Baker's first radio experience was with another farm belt station—KWFT. She conducted a daily homemakers program on KWFT, and later did the same type of broadcasts on KSPI, Stillwater, in addition to special events work in 4-H Club and women's club activities.

Miss Baker conducts Kansas City's "Food Scout" program, a daily fresh fruit and vegetable news service direct from the market.

"Food Scout" is sponsored by Taystee Bread. "Happy Kitchen" is a co-sponsorship feature which has been utilized by many national advertisers.

Still another KMBC-KFRM daily women's program is "Happy Home," conducted by KMBC's nationally famous Caroline Ellis. It, too, is a co-sponsorship feature, three programs per week of which are sponsored by Celanese.

A pioneer in many types of radio programming, KMBC has for many years provided its listeners with interesting, informative women's homemaker programs. Especially prominent among the station's "alumnae" in this field is Beulah Karney, who conducts Liberty Magazine's food page and who syndicates a successful daily five-minute cooking feature throughout the country.

"Team" Has Record Stock Feed Schedule

Stock feed advertisers desire to reach the most number of farm homes in the great Kansas City Primary Trade area. And this group of advertisers, probably more than any other classification of farm accounts, proves just how The KMBC-KFRM Team, beyond any other advertising media, has won their confidence in economically and effectively reaching the farm homes of the territory.

KMBC-KFRM currently broadcast thirty-seven programs and farm service features weekly for stock feeds alone! This is certain proof of the ability of The KMBC-KFRM Team to economically and effectively reach the millions living in Kansas City's Primary Trade area.

The six advertisers in this classification sponsor five different types of informational and entertainment features, which include "Farm Counselor" and "Feed Lot Chats", with Phil Evans; "Livestock Markets" with Bob Riley, "Your Farm and Ours", with Ken Parsons, and "Lazy River Boys", hillbilly entertainment act.

The last two named shows are on KFRM only, since their sponsor specifically wanted Kansas coverage, and has no Missouri distribution.

10th Federal Reserve District Report Shows Tremendous Business Volume

KMBC-KFRM Team Only Kansas City Broadcaster Serving Entire Kansas City Primary Trade Area

Important to national advertisers is the basic fact that the KMBC-KFRM Team serves one of the richest, most productive land areas in the United States, quite rightfully known as the "Bread Basket" of America.

Bearing out the fact that this Midwest region is highly important in our national economy is the 10th Federal Reserve District 1948 annual report issued in February.

The KMBC-KFRM Team, serving Kansas City's Primary Trade area, provides radio coverage for Western Missouri, all of Kansas, and parts of Oklahoma, Eastern Colorado and Southwest Nebraska, all within this highly important 10th Federal Reserve District.

Highlights of the 10th District report: The highest prices in history were paid for farm products in 1948. The oil business is in peak prosperity.

Approximately 600 million bushels of corn were produced in the area last year. And, 1948 wheat production in the district was 36 per cent of the total national yield. The State of Kansas, lying wholly within the KMBC-KFRM coverage area, produced 231 million bushels of wheat, or 18 per cent of the national total. Winter wheat acreage in Kansas this year will reach 15,805,000 acres, or an increase of 63 per cent over 1939!

In pointing out the national importance of the Kansas City Livestock market, one of the top three in the nation, the Federal Reserve report indicated that choice beef steers in the summer of 1948 sold at $40.50 per hundred in Kansas City . . . the highest price ever paid for such market cattle.

The Farm mortgage debt is the lowest in 25 years in America, while farm land prices are at the highest level in history. In 1948 the area served by The KMBC-KFRM Team showed a 10 per cent increase in farm land prices.

The 10th District produced 19 per cent of the total American crude petroleum last year, with Oklahoma and Kansas the two highest states within the District.

Retail trade in the 10th District in 1948 approached 9 billion dollars, a six per cent rise over 1947. More than one-third of that dollar volume falls within the area covered by The KMBC-KFRM Team.

That's why we say The KMBC-KFRM Team serves one of the richest areas in America . . . including 3,970,000 people in the Kansas City Primary Trade area—1,159,740 radio homes, with a purchasing power of $4,739,317,000, serving 202 counties in 5 States.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage throughout the great Kansas City Primary Trade area!

KMBC-KFRM Sports Head Has Busy Schedule

Sam Molen, Sports director for The KMBC-KFRM Team, is actively engaged in a busy spring sports calendar. In addition to his two daily sportscasts, Molen is covering outstanding spring sports events in the Kansas City area. Indoor and outdoor track, NAIB Basketball tourney, NCAA playoffs, boxing and spring training camp baseball highlights are among the many activities of this busy sports commentator. Molen, in 1946, won The Sporting News award as the outstanding sports broadcaster in the Middle West.